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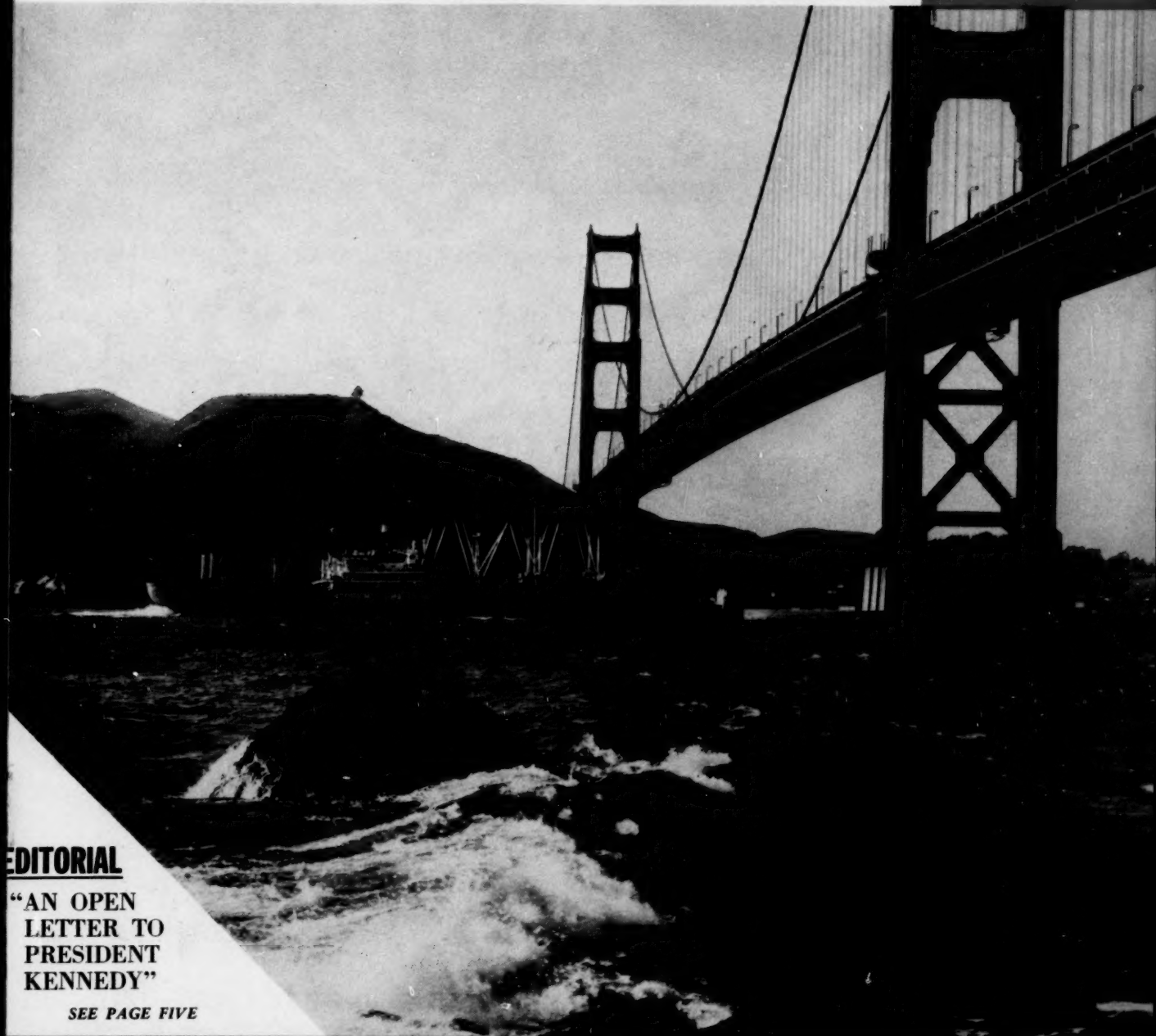
AND THE FLAVOR FIELD

APRIL
1961

AMERICAN SPICE TRADE
ASSOCIATION
HOLLYWOOD, FLORIDA
APRIL 23-27

PACIFIC COAST COFFEE
ASSOCIATION
PEBBLE BEACH, CAL.
APRIL 30—MAY 2

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EDITORIAL

**"AN OPEN
LETTER TO
PRESIDENT
KENNEDY"**

SEE PAGE FIVE

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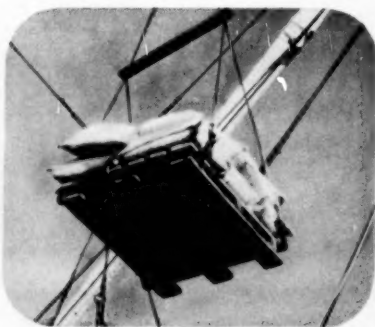
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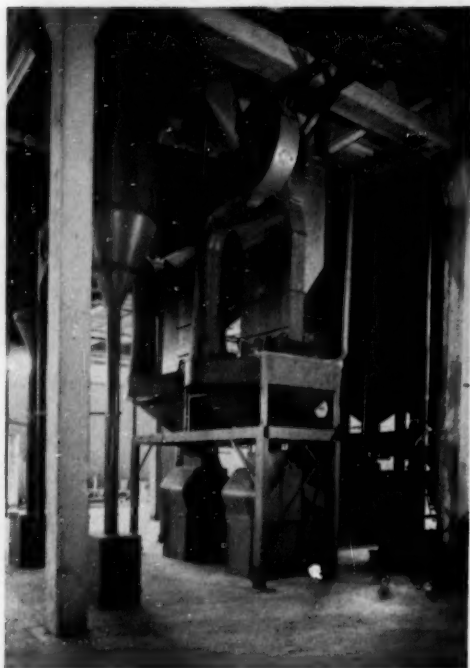
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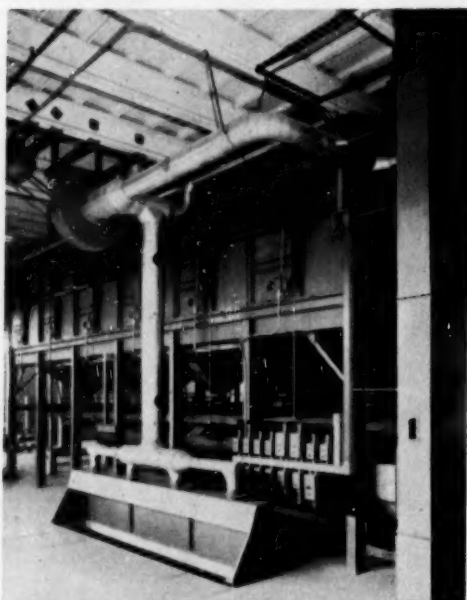
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COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

APRIL, 1961

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VOL. 84, NO. 4

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84th Year

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APRIL, 1961



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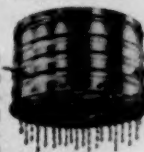


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An open letter to President Kennedy...

Further along in this issue there's a news item which relates to the recent comment of Miguel A. Cordera, president of the Mexican Coffee Institute. Cordera points out that, "President Kennedy, with an accurate sense of reality, has underlined the necessity of a union among the countries of the Americas in order to combat poverty, and support liberty." He goes on to underline the fact, already known to us, that, "coffee is the basis of the economy of most of the countries of this hemisphere."

With this in mind we were prompted to address the following letter to President Kennedy. In our opinion, the suggestion which we have voiced below would be a concrete example of this country's continuing interest in the current problems of our southern neighbors. Additionally, it would serve to promote the interests of coffee on a globe-circling level, a feature that none of our friends in the trade from producer, to importer, to roaster can find fault with.

Here's how we put the case!

"Dear Mr. President,

"As you are aware the economy of many countries in our southern hemisphere is bolstered by COFFEE. The same situation, in lesser degree, holds true for certain of the newly emerging African nations. This one commodity is currently the largest import item into the United States, surpassing even petroleum.

"You have consistently stated your feelings with regard to the role the United States must play in assisting the economy of countries in both of these vital areas, and the Asian nations as well. I am, therefore, respectfully submitting the following suggestion for your consideration.

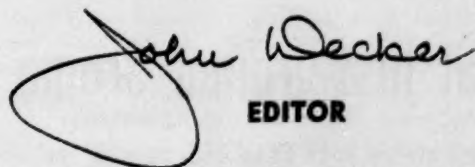
For many years many of the coffee producing

areas have pictured this commodity on their postal issues. These stamps have served a dual purpose. First, they have pointed up the fact that coffee is an important industry of the country concerned. More important, they have served as an inexpensive promotional agent for the product in world markets.

Consideration should be given to the issuance of a series of stamps by United States postal authorities which would picture the commodities of the various countries whose governments we are backstopping. No better method could be devised as a method of showing the world our interests in these areas. COFFEE might well be used as the initial stamp to be issued in such a series. Tea, rubber, a host of others, could serve equally well in later issues. Quite obviously, as the largest market in the world for many of these commodities, such stamps would confirm our interest to the people of the producing nations, and of the world. Such a stamp might well picture clasped hands above the oceans of the world, with the particular commodity pictured as a central vignette, and a list of the producing countries bordering same.

Your consideration, and comments on the suggestion which has been outlined above would be sincerely appreciated."

To date we've not had an answer from the President, whose time has been well taken up with the continuing unpleasantness in Laos. A favorable reply, which we feel sure will be forthcoming, could well be furthered by the backing of the suggestion by the representatives of the coffee producing nations of this hemisphere, our Associations, and individual members of the American coffee community.


EDITOR

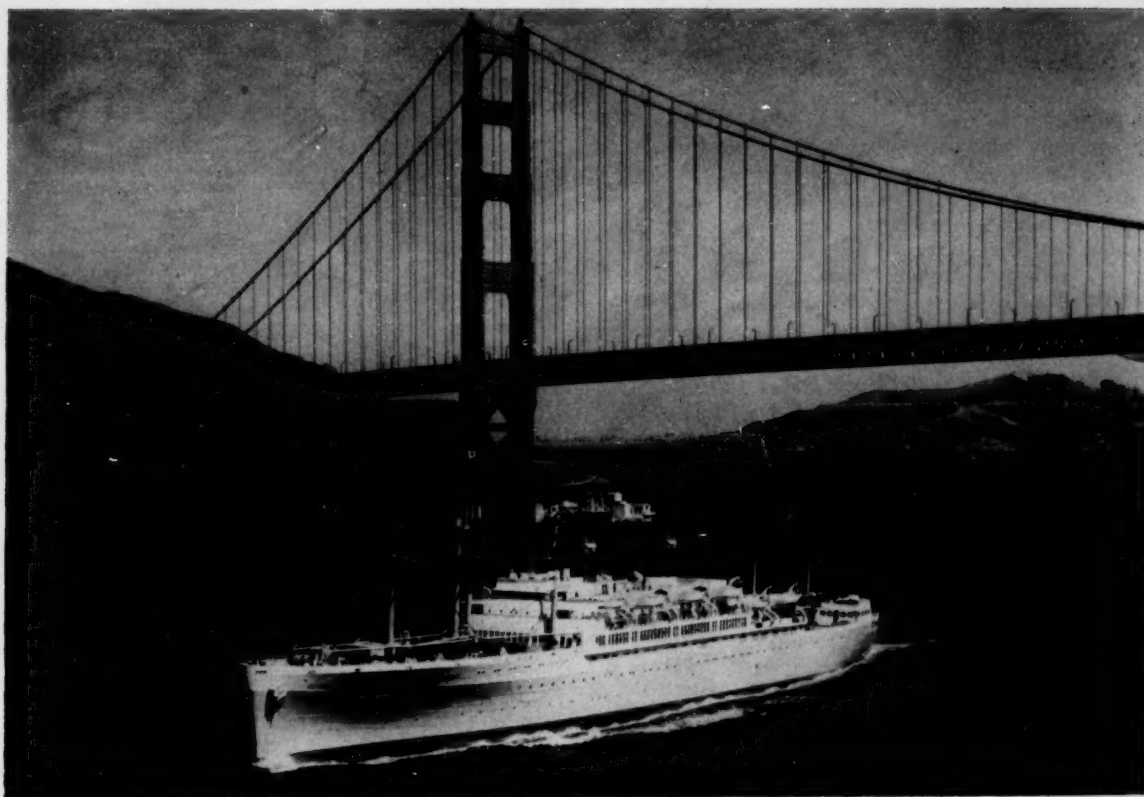


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... and coffee bags lined with new "K" cellophane seal it in best! Aroma and flavor are the big things in coffee today! So make sure your customers bring home *all* the aroma and flavor. The best way? By using coffee bags lined with new Du Pont "K" cellophane. They lock in all the natural fragrance of really fresh coffee... protect its flavor... give extra shelf life. Why not talk over new Du Pont "K" cellophane with your coffee roaster soon? E. I. du Pont de Nemours & Co. (Inc.), Film Department PG-1, Wilmington 98, Delaware.



BETTER THINGS FOR BETTER LIVING
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PACIFIC COAST COFFEE ASSOCIATION—PEBBLE BEACH—1961

the west coast coffeeman's year

By WARREN KLUDT

West Coast Correspondent
"Coffee and Tea Industries"

With the exception of sporadic market fluctuation during the past year most types of coffee remained in a closely aligned selling range thus, West Coast coffeemen were using the old government term "stabilization" as a fair terminology for the market. Colombians stayed within a two cent range spread (between 44 and 46 cents) and Brazilian growers held firm in the 36 to 37½ cent levels leaving little incentive for western coffee operators to buy the spread positions. More than one West Coast based coffee firm went on record that to take a position under such market conditions was a risky business. None-the-less stocks of green coffee in coast warehouses were maintained in fair-to-good balance on both afloat and spot positions by green firms during the course of the year.

As the 1960 season progressed British East African and Belgian Congos became readily available and marketable. West Coast firms reportedly imported 61,000 more bags of these two coffees through Pacific Coast ports than during the similar period of 1959. Peruvian coffees also found increasing acceptance in the western market, during the year, with an increase of 52,000 bags over the previous period, and Mexicans registered a similar increase amounting to 32,000 bags according to import records.

Despite the fact that certain coffees "forged well ahead" last year the total overall imports to the West Coast declined by 157,000 bags. Colombians, Brazils and Salvadors suffered losses along with total imports. Colombians were off 115,000 bags over the previous year's figures; Brazils fell by 101,000 bags, and Salvadors declined 77,000 bags. Total imports through West Coast ports amounted to 3,123,067 bags for all growths. The figure was considered an average year by the majority of coffeemen, and still within the "charmed circle" of 3-million bags for westerners.

Many in the trade remarked, however, that total import figures are not realistic and do not reflect the true growth of the coffee industry in the western United States. They contend that coffees brought overland from Gulf-port cities are not included in overall Pacific Coast record. Another factor mentioned is the amount of instant coffee imported to the coast, which again is not reflected in overall records.

In July of 1960, U. S. roasters reduced wholesale prices of their grocery blends of regular coffee by two cents per pound, the first such reduction since March of 1959. Shortly thereafter "restaurant" coffees were reduced by a similar amount. Most West Coast coffeemen felt that the reduction

(Continued on page 8)

"the west coast coffeeman's year"

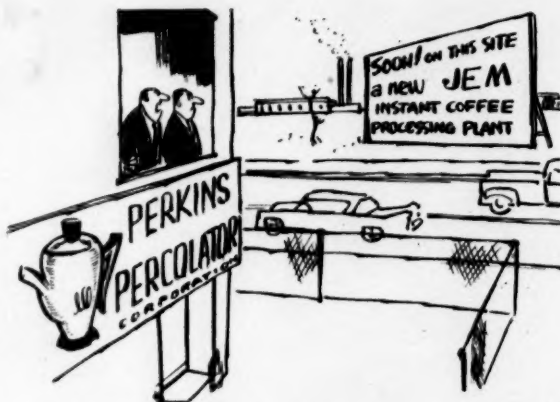
(Continued from page 8)

was unrealistic since it did not allow the roaster his fair margin of profit for quality blends. The consensus of opinion was that retail prices had slipped considerably below what the green price warranted.

The continuing practice of most retailers in the area to sell coffee below cost, and the consequent pressure brought to bear upon the roaster for concessions, continued to be factors which made themselves felt in coast coffee circles.

"Advertising Age", pointed up the fact that more dollars were spent during 1960 by West Coast companies in promoting their coffee, regular and instant, via radio/television/ and newsprint than had been the case in any previous year. With the continuing stress on quality, better brewing techniques, and similar appeals, the roasters believe that monies spent towards sound advertising techniques are imperative for the growth of their businesses both in the western United States, and in the overall thinking of the coffee industry throughout the nation.

The first three months of 1961 have registered a minor decline in overall shipments of coffee to Pacific ports. In number of bags, the figure reflects a drop of 95,000 over the similar three month period last year. Brazil imports have lagged behind last year's three month period, attributable, in part, to lack of quality beans at the source. Prices continue to hold within a narrow range and have, at this writing, shown no real inclination to break. With world coffee production on the increase, and the consumer continuing to demand a better cup of coffee, it appeared that, "the monkey was on the coffeeman's back" to produce the best possible product at the lowest possible price.



"YOU KNOW, I THINK THEY DID THIS ON PURPOSE!"

Change in Management for Coffee And Tea Industries

Coffee and Tea Industries (formerly the Spice Mill), oldest American trade paper serving the interests of the coffee, tea, and spice fields, is under new management. Mrs. E. F. Simmons, the former publisher is retiring, but will continue with the publication in an advisory capacity.

John J. Decker, and Robert L. Epplein, will continue as Executive Editor, and Advertising Director, respectively, in addition to assuming ownership and overall direction of the corporation.

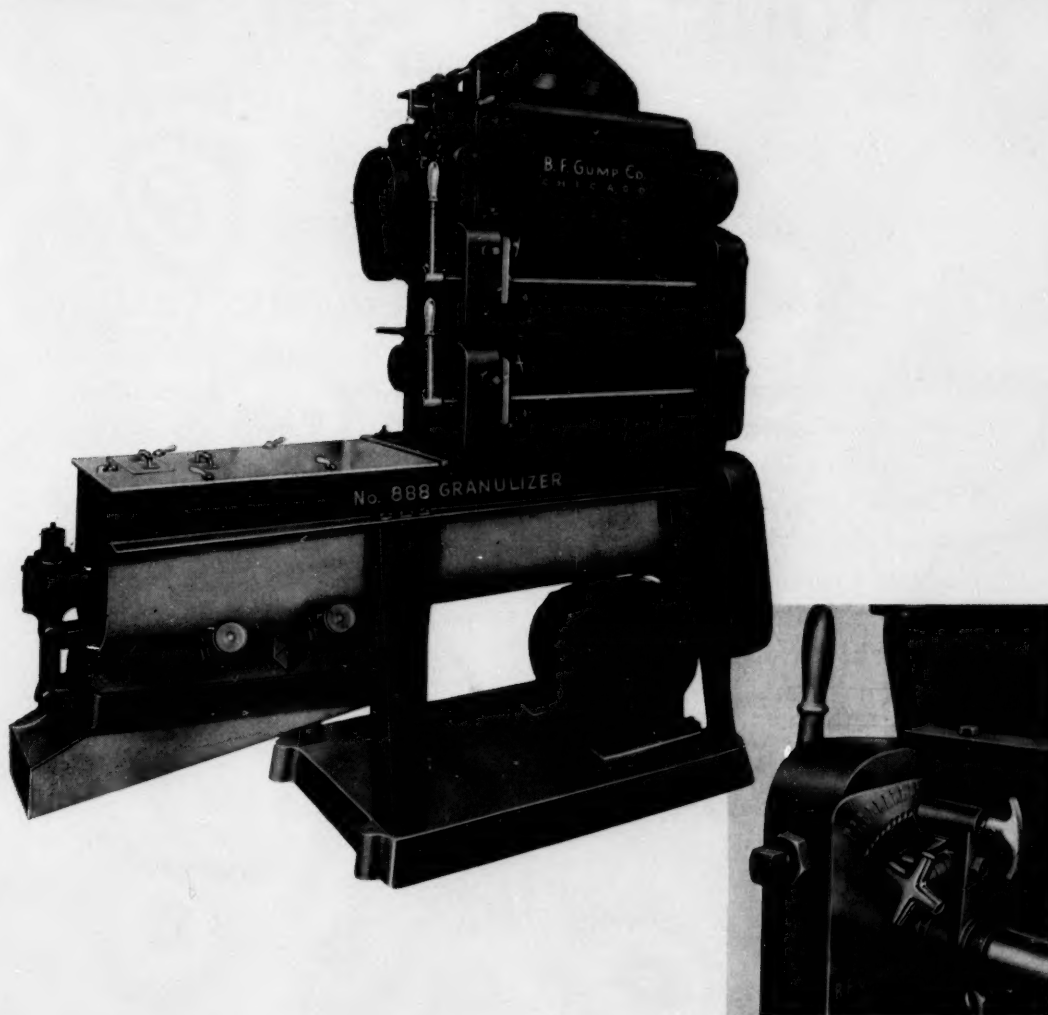
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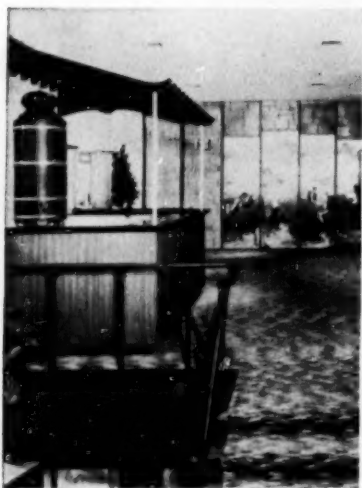
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If you haven't yet visited the Tea Center, plan now to do so the very next time you're in New York. It's open Monday through Friday from 10 A.M. to 4 P.M., and tea is served from 10-11:30 A.M. and 2-4:00 P.M. If you'd like to make a reservation for a group, contact Mrs. Helen F. McTeigue at the center four weeks in advance.



View on 2nd floor of Center showing attractive Tea Bar with tea urn at left; showcases with hot and iced tea displays at right; and panels depicting tea picking scenes at rear.



Educational exhibits and displays are featured on the first two floors. This is a close-up of a diorama showing a view of a typical tea garden or estate in India, Ceylon or Indonesia.



This lounge is located on the third floor and is especially designed to accommodate distinguished visitors, whether from public life, from the press or the tea industry.





Most afternoons at 2:00, Kenneth RapiEFF, Tea Taster for the Tea Center, demonstrates the subtle art of tea tasting. After the demonstration, visitors are presented with a book describing the process they saw and telling how to brew tea to get the fullest satisfaction from every cup.

You're always most welcome at the Tea Center—an activity of the . . .

Tea Council of the U. S. A. • 16 E. 56th St., New York

APRIL, 1961

11

San Francisco's position as one of the primary ports-of-entry for coffee has made that city's banking facilities important in the importation of this number-one commodity.



coffee financing on the west coast

From its earliest days as a port of entry, San Francisco's mild climate has made it an ideal place to store and distribute green coffees. For many years the city has ranked third or fourth in the nation as a coffee center and today looks forward to handling added millions of pounds of coffee for local roasting and subsequent distribution.

It is not surprising, therefore, that San Francisco banking organizations have developed a wide and varied experience in financing coffee imports from Latin America and other coffee-producing areas.

Bank of America's participation in this field dates back almost half a century when a department to process all kinds of international business was established. Coffee was one of the first and most important import commodities handled.

From the late forties to mid-fifties, principally as a result of the post-war boom in international trade, the financing of both imports and exports experienced a steady growth. The volume of this business became so great that in May, 1958 we established a special branch, the International Banking Office at 453 Montgomery Street in San Francisco, for the sole purpose of serving local customers engaged in the importing and exporting business. An office is also operated in Los Angeles to handle business of this type for the Southern California area.

This background in international trade has been paralleled of course by other banking organizations, and many banks on the West Coast are now staffed by specialists capable of dealing with the specific requirements of buyers and sellers in the import-export field.

Because of seasonal problems and special risks germane to the coffee business, the financing services of these branches or departments must be flexible. Bank officers are constantly approached by large or small importers who have unusual needs resulting from specific situations. These requests could not be satisfied easily, if at all, by a bank specializing in domestic commercial activities.

Only by drawing from experience and knowledge of the coffee trade can our International Banking Office or any similar banking operation provide prompt financing assistance tailor-made to suit every situation.

Use of the resources of banking organizations by importers and exporters is inherent in the coffee business because of its high dollar unit value and great volume. Although, refinements and variations are almost endless, coffee financing takes two major forms: opening letters of credit for the accounts of importing customers, and financing documents received by importers on a collection basis. Each has its distinct advantages. The most suitable financing arrangement often depends upon the size of the importing firm and its relationship with the coffee supplier.

Essentially, the letter of credit serves the purpose of assuring an exporter that he will receive full payment for shipments of his merchandise. It can be a particularly useful instrument in the coffee business when suppliers and buyers have had no prior business dealings with each other. In some instances the exporter, having never heard of an American company that has placed an order for coffee, needs a guarantee that the importing company has the ability to pay for a coffee shipment within a reasonable period. The exporter gains this assurance by requiring that a letter of credit be opened in his favor, and the U. S. importer must then approach his bank to obtain this accommodation. By issuing the letter of credit in behalf of its local customer, the bank guarantees payment to the exporter, provided all stipulated terms are complied with. The exporter can then confidently fill the order, as requested, on the strength of this guarantee.

The letter of credit offers an additional advantage to the exporter as a means of local financing. Should an exporter have an immediate need for cash, he can secure a loan from his local bank, using the letter of credit as an indication of the source of payment.

Financing on a collection basis efficiently serves the interests of both buyer and seller. A supplier in Mexico, Haiti, or Guatemala, for example, may be willing to draw a draft on a well known U. S. buyer who has placed an order for coffee. The supplier submits this draft to his bank and makes individual financing arrangements locally on this basis. Large American banks frequently enter into relationships with correspondents, permitting U. S. funds to be put in their hands for this purpose.

Henry Drath, author of this article, is well acquainted with the west coast coffee man's banking problems. A vice president of The Bank of America's International Department he is a specialist in Latin American operations as they affect coffee.

The correspondent bank, with previous knowledge of the relationship between his local producer and an American importer, is willing to advance the money against the draft and bills of lading or other documents, thus assisting local producers in financing shipments until payment has been received from American importers.

The bank officer active in the coffee field also gives both the U. S. importer and foreign exporter valuable assistance in areas outside financing. He provides contacts for foreign producers seeking new markets, and is in a position to supply his local customers with a variety of information.

Representatives of Bank of America's International Banking Office, for example, are well acquainted with the suppliers of coffee everywhere. They are familiar with or can readily obtain reports on the supplier's reputation and ability to perform. They have access to continuous reports on foreign coffee production and receive periodic reports from representatives of the bank visiting coffee producing countries to keep fully informed on political and economic conditions affecting the industry.

At the disposal of the American coffee importer are the bank's guaranty, its extensive facilities for financing and collection, and its far-reaching sources of up-to-the-minute information. Ready to serve his needs are local staff members, overseas branches and representatives, and long established correspondent bank relationships in every quarter of the globe.

Cordera comments on Mexican government's coffee action

In a further clarification of the Mexican government's recent stand on coffee, Miguel A. Cordera, president of the Mexican Coffee Institute, recently commented as follows:

"As a result of the low prices now prevailing in the coffee market and of the lack of sales of our coffee, there is severe poverty and a most justified indignation among our small coffee growers, whose efforts result in 90 percent of the Mexican crop.

"In order to alleviate this situation, at least in part, the Mexican government has been forced to put into effect a number of specific measures. The reduction of the official price that the government uses to calculate taxes on coffee will result in a decrease of almost one cent per pound, and a decrease of somewhat less in the subsidy paid to producers. In order to have these measures favor producers, it has been ordered that 'Beneficios Mexicanos de Cafe', a government agency, purchase coffee at a price increased to a level sufficient to counterbalance the government's sacrifice.

"Coffee buyers must consider that coffee prices are now 37 percent lower than ten years ago; that living costs have risen; and that, since coffee is the basis of the economy of this hemisphere, a great part of the unrest now prevalent in Latin America is due to the depressed coffee situation.

"If President Kennedy, with an accurate sense of reality, has underlined the necessity of a union among the countries of the Americas . . . efforts for the improvement of the coffee situation must not be the sole responsibility of the producers, but also that of the buyers."

APRIL, 1961

Greetings P.C.C.A.



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Old-timers in the west coast coffee trade will recognize familiar faces in this photograph of the Pacific Coast Coffee Association's initial dinner meeting.



PCCA's 1961 Convention

The Pacific Coast Coffee Association's 30th annual convention in 1961 finds its way back, after a year's absence, to the place from which it came, where the neighboring blue Pacific offers business-weary coffee-man a chance to unbend with the aid of his fellow colleagues. This year's annual meeting returns to Del Monte Lodge, Pebble Beach, California, April 30th through May 2nd. Guests arriving on the previous Saturday and Sunday look forward to those extra rounds of golf prior to the scheduled business meetings which convene on Monday, May 1.

Part of any convention worthy of its salt is to be found in the caliber of the speakers who will address the attending group. Here's the way this year's convention shapes up.

Sunday, April 30, will be devoted to registration for the conventioners and their guests, and the PCCA's Executive Committee will hold a pre-convention afternoon meeting on that day. At 6:15 P. M. that evening, a cocktail party will be held in the scenic lounge room of the Lodge, with the PCCA playing host.

(Continued on page 16)

PCCA's Founding Fathers — "The Initial Roster"

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Maxwell Home Products
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Defiance Tea & Coffee
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PCCA's 1961 convention

(Continued from page 14)

Monday, May 1, things will settle down to the real meat of the three-day affair. Following opening of business meetings with an address by Robert C. Powell, PCCA's president, the assembled speakers will hold forth. This distinguished group includes John F. McKiernan, National Coffee Association president; Eugene G. Laughery, president of the Coffee Brewing Institute; and Mr. A. R. Gale, Ampex-International S.A. vice-president. Members of the National Coffee Brewing Institute are also expected to hold their annual May meeting during the course of the convention.

Following the general meeting the new PCCA executive committee will hold their business meeting, the results of which will be reported in the May issue of *Coffee and Tea Industries*.

The afternoon will then be free for the group to pursue their labors or enjoy surrounding scenery of Monterey Bay. The Allied Trade, headed by Lyle McKim, plays host to the delegates for a cocktail party later that evening.

Tuesday, May 2nd is set aside for the annual golf tournament. This year's committee, under the chairmanship of John Roddy, will handle the famous golf tournament on a "blind bogey" scoring system. Missing this year as their tournament starter will be the late, colorful Scotsman, Peter B. Hayes, longtime favorite of the Pebble Beach course.

Social festivities on Tuesday evening include the PCCA cocktail party and banquet. Vernon Aldrich and Norman Johnson, co-chairmen for the convention, have provided a full evening of professional entertainment. Assisting the convention chairmen are Robert England, Manuel Rosen and John Roddy.

The 1961 nomination committee is under the chairmanship of O. L. Granicher, includes Thomas F. Barrett, J. A. De Armond, Walter H. Dunn, J. E. Fitzpatrick, E. M. Manning, E. D. Perry, Robert R. Quinlan.

Chairing the resolutions committee is W. O. Granicher, assisted by John J. Beardsley, Morris H. Buckingham, V. J. Cain, A. C. Glover, Carl D. Lincoln and E. L. Shaw.

The Necrology committee is headed by Robert Manning assisted by Karl D. Emmerich and Alan R. McKay.

■ ■

Coffee continues spectacular growth in vending market

Hot coffee continues to record one of the most spectacular success stories in the vended products market. These are the findings of Vend, key publication in the automatic merchandising field. In the period between 1955, and the end of 1959, reports the publication, the dollar volume of vended coffee has more than doubled. During the same period the number of cups dispensed through machines has risen from 967 million to more than 1.8 billion.

A further indication of vended coffee's popularity can



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be found in the fact that during 1959, hot coffee was the fourth largest selling product in terms of sales through machines. Only cigarettes, soft drinks, and packaged confections, in that order, enjoyed a greater degree of public acceptance.

Not surprisingly Vend found that each new development of new vending machines, and techniques, brought with it a concrete contribution to the total growth of overall coffee sales. Thus venders using instants, concentrates, or ground coffee, all maintained a goodly share of the overall market. In 1955, 113,900 coffee vending machines were reported to be in operation; by 1959 Vend reports the figure as standing at 131,200 machines, and last year's total was just shy of 150,000.

What type of machine is placed in operation by the average owning company? The report showed that a coffee operator most often utilizes a machine which makes the brew from dry ingredient instants. 81 percent of the total machines were reported to be of this type. Following in second place were fresh brew machines, 37 percent; while 20 percent serviced liquid concentrate

venders. A relatively minor 4 percent were reported as using pre-brew machines.

Part of the success of vended coffee was laid at the door of the at-work market. A recent Pan-American Coffee Bureau study pointed up that, in coffee drinking on the job most workers (26 percent) rely on vending machines, compared with 16 percent who purchase from the company cafeteria, and 22 percent who had coffee brought in from the outside.

German trade unions demand tax reduction on tea and coffee

The executive committee of the German Federation of Trade Unions has pointed out to the Federal Government of Germany that the purchase tax on tea and coffee in 1960 was at approximately the same level as that paid for overall coffee imports into the country during the same year.

The Federation is conducting a campaign with a view to having the Federal Government of Germany either completely abolish the tax on tea and coffee, or reduce same substantially. Pointing up the fact that abolition or reduction of the tax would be of considerable advantage to the German consumer, the Federation also suggested that such action would bring about an increase in consumption of both commodities, and would be welcomed for commercial political reasons. Such action in the words of the GFTU would, "support the developing countries and thereby make an effective contribution to overall world stability."

☛ How do you like your coffee, hot?

Coffee houses have become the rage in Tokyo these days. But the Japanese are adding a new twist that adds to their attraction. In the 6,950 coffee houses in Tokyo patrons are served by waitresses in both traditional costume, and in the more daring establishments in bikinis and negligees. Music served up with the coffee ranges from chamber music to rock-and-roll, or jazz.

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APRIL 30 - MAY 2, 1961

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"an appraisal of coffee's real needs"

By IRVING MANNING
S and W Fine Foods, Inc.

Facts can be most annoying which is probably why politicians ignore them! One of the points President Kennedy's "program" for Economic and Social Development for Latin America reads: "The United States is ready to cooperate in serious case-by-case examinations of commodity market problems. Frequent violent changes in commodity prices seriously injure the economies of many Latin American nations — draining their resources and stultifying their growth. Together we must find practical methods of bringing an end to this pattern."

One could think a country that has been compounding its own farm problem for the past thirty years or so, to the extent that it has now \$9 billion and more tied up in surplus commodities, costing over \$1 billion a year in carrying charges alone, would not have the temerity to offer solutions for commodity problems in other countries. However, perhaps it is always easier to solve someone else's problem than your own!

While part of the quotation above is merely gratuitous conclusion, and while coffee was not specifically mentioned, it must be assumed to have some influence. I am interested in examining the charge that there have been "violent changes" in the price of this commodity.

Coffee was the subject of great abuse by the United States Congress during 1949/1950 and again during 1954/1955 as prices were rising (all due to speculators, of course!) and now is receiving great sympathy as prices recede from their exaggerated highs.

Sympathy has gone so far as to result in a recommendation by International Economic Consultants, Inc. that present and future coffee surpluses be placed under international control financed by producing and consuming nations.

(My first reaction was to ignore this as arrant nonsense but after consultation with the Non-Economic Bureau for Tired Taxpayers I concluded the idea might have merit if applied generally to surpluses. For who has more of these than the good old U.S.A.? Now, if we could just get producing and consuming nations to finance the \$9 billion worth of farm surpluses there would be lots of dollars to use for surplus coffee!)

The price of anything may be viewed through either end of the telescope. If one starts from a low point, current price may appear high; if one starts from a high point, current price may appear low. A glance at trends of a number of commodities, taking a relatively high area such as the fore part of 1920, a relatively low area such as 1939 will reveal that coffee is faring quite well on today's level. Of course, taking the high point of 1954, or perhaps other high points from the following couple of years, the price of coffee has declined materially and it is always one of these high points that producers look to without considering what might have happened to the consumption of coffee had that high level prevailed.

There were at least three harmful results to coffee consumption from the 1954 price level. First, some num-

ber of consumers refused to compromise with quality and simply drank fewer cups of the strength they desired; second, a large number "stretched" their coffee, a practice from which the industry has not recovered; third, the consumption of instant coffee requiring less green coffee for a given number of cups was stimulated.

And now, what about those alleged "frequent price changes?" After the sharp advance of 1949, the high point for Colombian during 1950 was 60¢, the low point 46¢ with starting and closing quotations 55¢ and 57½¢ respectively. The high point for Santos during 1950 was 56½¢, the low point 44½¢ with starting and ending quotations 50¢ and 54¢ respectively.

During the two year period of 1951/1952 the high point for Colombian was 60½¢, the low point 54½¢, starting and ending quotations 57½¢ and 56¼¢ respectively. During those same two years the high point for Santos was 55½¢, the low point 52¢, starting and ending quotations 54¢ and 53½¢ respectively. One aware of the facts would not say that coffee was subject to such "frequent violent changes" over this period, once it digested the sharp advance of 1949.

Following the next abrupt upward move of 1954, several years were required to bring coffee back to a more reasonable level, after which, due to efforts of producing countries, the price level for Colombian for two years of 1959/1960 has fluctuated between 46½¢ and 43½¢, the price level for Santos between 41½¢ and 36¢. Colombian started 1960 at 43½¢, ended at 44¢; Santos started 1960 at 36¢, ended at 36¢. No very violent fluctuations here, either.

There is only one thing coffee consuming countries can do for coffee producing countries: That is, drink more coffee. No actions by politicians in producing or consuming countries will contribute to the greater consumption of coffee. More likely they will have the opposite effect. Coffee has already suffered at the hands of politicians; it would be salutary for the industry if it were not subject to further interference.



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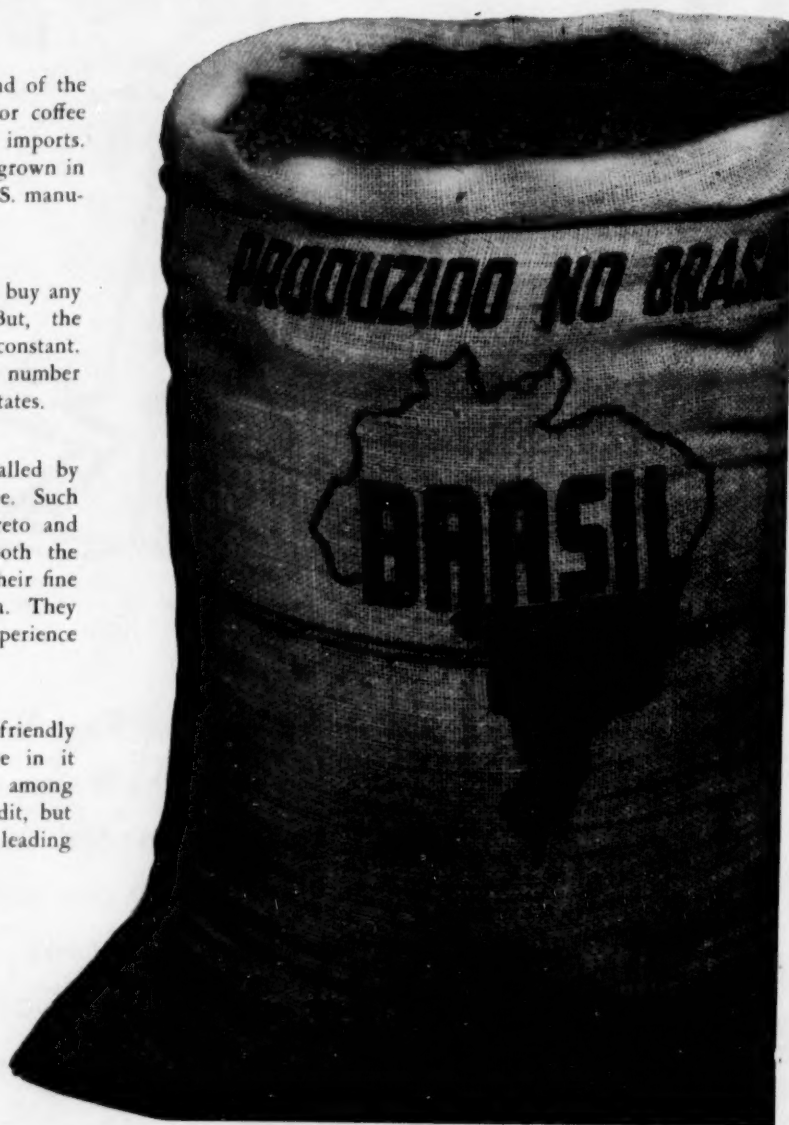
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● FABLE FOR THE TIMES

MJB's Manny Rosen suggests the reasons for SF's Coffee Club

Once upon a time there was a young boy named Jack. And when Jack grew up he decided it was time for him to go into the world and make a living for himself; so he set out for the city, and as fate would have it, he met a man with a tray of beans (coffee, naturally).

The man asked Jack where he was going. "I'm going to San Francisco to make my living," answered Jack. Well, the man could see Jack was a bright young boy and he had a proposition for him. "If you work for me," said the man, "I'll give you this try of coffee beans." Jack quickly accepted the offer and ran home to tell his mother.

His mother was disturbed that Jack should have gone into the green coffee business. So bright and early the next morning she hustled Jack out to dispose of the tray of coffee beans . . .

And that's how Jack met the giants. Oh, they were tough, brutal and ferocious—real man-eating giants! Each of them had his own castle, with the three most powerful giants named Jim, Ernie, and Ed having the largest castles. There were other giants, of course, and although they weren't quite as large they were every bit as awe-inspiring. As Jack approached the castles he could hear the wails of other green coffee men as they were being eaten alive. But Jack was brave and when he thought the giants were asleep on the job he snuck up to their castles to try to dispose of his coffee.

Day after day Jack took his tray of beans and stalked and stalked the giants. Finally, he began to call them the Golden Yeggs and they tried to steal the coffee from him. Still there were no sales as Jack had a difficult time approaching the giants.

One day Jack heard the giants singing "Fee, Fi, Fo, Foursomes—It's golf today for me—with all my chums—at the San Francisco Coffee Club party." So Jack took his clubs and went out to sink a birdie with the Golden Yeggs.

Later that evening, there were a few drinks before dinner, a congenial, informal banquet, with prizes and entertainment. And the atmosphere of an outing of the San Francisco Coffee Club had again worked its alchemy. The giants no longer seemed ferocious to Jack; and he looked more useful to the giants.

And Jack sold coffee happily ever after.

San Francisco Coffee Club's next meetings are scheduled for September 29 (California Country Club), and December 2 (Olympic Club—Lake-side). Giants, and Jacks, are invited!

☛ We doubt this department . . .

Gordon's Gin is featuring a new series of advertisement bearing the headline, "Tea at 4, Gordon's Gin at 6 . . . which English custom is older?" Copy explains that Duchess of Bedford introduced afternoon teas in 1842, while Alexander Gordon introduced his ambrosia (?) to England in 1769. We hasten to point out to those not in the know that the lift is the same, but the after effects quite dissimilar.

Convention Greetings to the P.C.C.A.

APRIL 30 — MAY 2, 1961
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Sanka utilizes unique sampler distribution in national magazines

Instant Sanka, whose new "hi-fi" advertising copy campaign has by now been seen by members of almost every American household has come up with a new means of sample distribution. Here's how it worked.

Maxwell House "powers-that-be" decided that in addition to telling the whole country about the new Instant Sanka by way of advertising, a logical follow-up would be to let them try it for themselves. How, they wondered, could you deliver a four-cup sample to, say, 12-million households? The answer was furnished by the company's own packaging research and development staff. They devised a four-cup sample pouch which was adaptable to being pasted in two national magazines. One of the obstacles which had to be overcome was to produce a filled pouch that would withstand the pressure of the magazine roll presses.

As this issue of *Coffee and Tea Industries* reaches the reader, the new Instant Sanka product sample will be in process of distribution to consumers throughout the country as an insert in copies of *TV Guide*, and *Everywoman's Family Circle*. Late in April, and in early May, these two publications will carry the ad insert complete with a four-cup sample of instant Sanka, and a coupon worth ten-cents on future purchases. The unique promotion is said to be a new first in consumer sampling approach, one which should, the company hopes, make the prospective buyer aware of the product, its new blend, and its new label.

Coffee, vending units increase popularity at nation's funspots

Reflecting a record increase in vending units at the nation's amusement centers in 1960, coffee continued to increase its popularity in these areas. The findings are based on the 4th annual survey of American amusement centers conducted by "Amusement Business" magazine. The publication found that coffee is sold at food and drink locations in 61 percent of all permanently located funspots. Approximately 83 percent of the larger units, those grossing over \$100,000 annually handle coffee. Medium sized facilities, taking in between \$25,000 and \$100,000 reported 75 percent selling coffee, while 39 percent of the smaller locations, those with a gross take of under \$25,000 also sold coffee. Average spending, per person, at the country's amusement centers during 1960 amounted to \$1.20, with coffee listed listed in 61 percent of the responses as the drink consumed.

London's "Financial Times" discounts coffee impact on tea drinking

The recently published news that tea consumption in England rose in 1960, also pointed up the fact that the threat to the product from coffee in that country can be largely discounted. That is the view of a correspondent for the London "Financial Times". He points out that although consumption of coffee has risen since the war from $\frac{3}{4}$ to $1\frac{3}{4}$ pounds per person, much of this has

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stemmed from the popularity of the coffee bar in England, an area which has no important parallel in the tea world.

Again, the author points up the fact that roughly four times as many cups are made from a pound of tea as from the same amount of coffee. By this estimate every man, woman, and child in England drink 2,000 cups of tea a year, but only 80 of coffee. Thus the average Briton now consumes more tea by weight, and is also drinking a better, and stronger product.

The brand war currently being carried on in behalf of tea, in England, is currently dominated by Brooke-Bond, which in 1956 reportedly held only a 22 percent share of the market. In the United Kingdom it markets ten different blends, backing them with a varied promotion policy. These include dividend stamps, and picture cards in every package. Brooke Bond also holds school competitions in which 25-thousand children took part last year. One market study shows that as a result the company sells considerably more tea to families with children, than to those without.

Second largest tea purveyor to the English market is Typhoo. Their one blend is the country's most successful single blend. Promotional method used are extremely conservative.

Third, and fourth, in rank on the English market are Lyons-Hornimans and C.W.S. Lyons, like Brooke Bond pursues a very vigorous promotional policy yet it has failed to register any great increase in sales because of what the "Financial Times" describes as an excessive distribution concentration in the south of England, and a lack of same in the industrial areas of the north.

Outside of the Big Four, already described, the country's tea is almost invariably localized, being particularly strong in Scotland. For several years most of the companies have been researching various methods of making tea with one eye on the continuing success of instant coffee. Nestle Alimentana launched its instant tea last year, but there is no evidence, according to the report, that it has made any noticeable impact on the market. But if the English housewife will not presently look to tea-powder, the chances are probably better, if modest, that she is interested in tea bags, of which Joseph Tetley has been the main English provider since 1954.

Weed control in coffee culture discussed in IBEC publication

The IBEC Research Institute, a privately established, non-profit organization, has issued a concise, and informative booklet on "The Use of Pre-Emerge Herbicides for Weed Control in Young Coffee".

The publication which contains detailed information on, the effect of herbicides on coffee trees, costs, long-term benefits of herbicidal use, tree tolerance, and other material of benefit to the planter, is available free of charge from the Institute's New York offices at 30 Rockefeller Plaza, or from Brazilian headquarters located at Caixa Postal 8245, Sao Paulo.

The Institute conducts fundamental agronomic and horticultural studies. Major programs at the moment include a continuing coffee study, and the use of agricultural chemicals.

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Cyril Dee (left) chairman of the new Anglo-American firm which will manufacture and operate fresh-brew tea vending machines in Great Britain, toasts Ronald Wolff, president of Interstate Vending Co., Chicago, the parent company.

American concern to produce tea vending machines for Britons

Interstate Vending Company, of Chicago, and Associated Automation, Ltd., wholly owned subsidiary of Elliott Automation, Ltd., have formed an operating company, Interstate Vending, Ltd., which will distribute, market and operate fresh tea vending machines to British industrial concerns. The machines will be manufactured by Elliott under license from Interstate.

Ronald Wolff, president of Interstate indicated that market tests conducted showed the quality of vended tea from the company's product surpassed that of the pot brew, "the first known machine to brew tea in the traditional English manner." The Interstate machine can vent 640 cups at one filling, the only labor involved being to dial for accompaniments to the beverage. Under the licensing arrangement, 100 machines will go into immediate operation.

Uganda's tea industry increasingly important

The tea industry is becoming of increasing importance to Uganda according to the Minister of Natural Resources A. B. Killick. The minister said that its growing importance was shown by the fact that in 1950 production of manufactured tea amounted to only 4-million pounds. In 1960 the figure increased to 10-million pounds.

Killick stated that if the country's tea industry was to expand, and if the place Uganda had established on the world market were to be retained, then it was essential that some measures be taken to insure production of teas of the highest possible quality. He indicated that tea should be planted only in areas which were climatically and ecologically suited for the crop, and only where proper processing and manufacturing facilities were available. Steps should be taken in future to see that these provisions were adhered to, Killick said, in his address to Uganda's Legislative Council.

Overheard in the N. Y. subway . . .

A woman passenger discussing coffee commercials with her neighbor rider on the underground. "Aren't you getting awfully bored with beans?", said she.

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Every needed facility—plus common sense!

Electronic machine sorts coffee beans by color

In a recent edition of the BBC General Overseas Service programme 'New Ideas', John Rigg reported on an electronic machine, devised by a London seed firm, which separates coffee beans according to their color. There are in fact four machines. "One sorts articles from the size of a mustard seed up to the size of split peas," Rigg said. "A second sorts articles from the size of split peas up to the size of almonds. Of the two other machines, one specializes in the commercial separation of roasted coffee beans and roasted hazelnuts, the other in the separation of peas, beans, and raw coffee beans when color differences are more than usually fine. One or other of these machines will separate such commodities as rice from stones and off-color grains, meat lumps from bone fragments, rye from ergot, and indeed sound from imperfect articles throughout a whole range of agricultural and industrial produce.

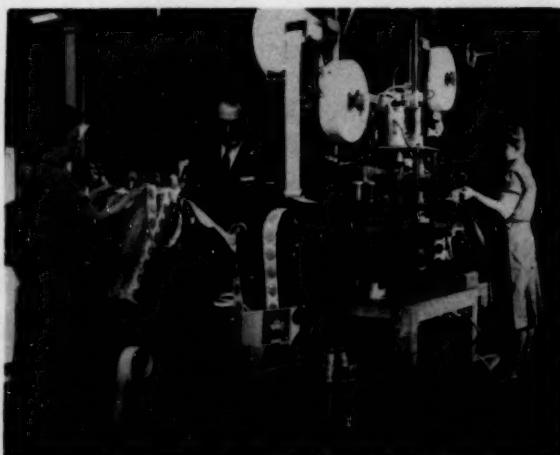
"The principal on which all four machines work is that unwanted articles are given an electric charge and, while still charged, are extracted from the rest, either electrically or by a blast of air. Articles are fed from a hopper on to a

Highly recommended for summer "barbecues"

Here's something your editor recommends highly! Combine in saucepan 2/3 cup strong coffee, 1/3 cup butter, two teaspoons Worcestershire sauce, 1-1/2 teaspoons dry mustard, one tablespoon lemon juice, one teaspoon sugar, dash of Tabasco. Heat, brush over steak as it broils. Prepare thereafter for good eating!

vibrating chute which in turn feeds them, in single file, on to a grooved belt. They then fall through an illuminated area where they are scanned by photocells. Any single article seen to be discolored then receives an electric charge and, as it falls further, is deflected—in every sorter save that dealing with the smallest articles—by a magnetically controlled air jet. It then falls on the other side of a dividing edge and is collected separately.

"Outputs varying between ninety pounds of roasted coffee beans an hour and two hundred and eighty pounds of peas an hour are possible from individual machines."



Continental Coffee is the latest concern to adopt machines producing pod-taped coffee. Units, produced by Rudd-Melikian, are shown being inspected by Roy Zola, Continental's vending director.

ICA's quotas set for April-June quarter

The International Coffee Agreement has approved an overall figure of 8.9 million bags of coffee for its 28-member nations during the upcoming April-June quarter.

The allocation of quotas for the third marketing year totals slightly higher than the 8.7 million bags which were exported under quota for the April-June period last year.

The following are the quotas for the period and the country of origin, with quotas for the entire year indicated in parenthesis. Brazil, 4.5 million bags (17,431,000); Colombia, 1,040,186 bags (5,969,000); Costa Rica, 250,000 bags (924,000); Cuba, 53,696 bags (312,000); Ecuador, 64,532 bags (572,000); El Salvador, 472,850 (1,355,000); Guatemala, 323,851 (1,249,600); Haiti, 66,029 bags (550,000); Honduras, 79,094 bags (272,800); Mexico, 558,008 (1,408,000); Nicaragua, 30,530 (352,000); Panama, 7,045 bags (22,000); Peru, 16,973 bags (404,800); Portugal, 596,931 (1,850,000); United Kingdom, 550,508 bags (2,985,000); Dominican Republic, 78,938 bags (440,000); French Community nations in Africa, 160,049 (1,099,120); Venezuela, 140,079 bags (660,000).

The agreement also established a new annual export quota for the year ending September 30. Estimates indicate that world coffee consumption should reach a total of only 35,500,000 bags. However the quotas as now set call for an export quota of 37,856,230 bags. Actual



The scene above took place last month as the first mailing of Sanka inserts in TV Guide was made ready. The mailing, reported on page 24 of this issue of Coffee and Tea Industries is reputed to be a new first in a consumer sampling approach.

shipments will be adjusted downward during the fourth quarter, following the ICA's June 26 meeting scheduled to be held in Rio de Janeiro.

As presently set up the overall quotas for the year ending September 30 provide for increases in the coffee exports of six countries, Costa Rica, Ecuador, Nicaragua, and the British and French community nations in Africa.

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Little strokes fell great Oaks.

It's as simple as that. And we would like to point out that a consistent advertising program in Coffee and Tea Industries can prove this point to you.

Barnum, master showman of them all, put the matter this simply. "When an advertisement first appears a man does not see it. The second time he begins to take notice. The third time he is inclined to read the message; the fourth he thinks about it. And on the appearance of the sixth or seventh he has succumbed and is ready to buy the offering."

You've noticed the changing appearance of Coffee and Tea Industries. It was inevitable that you should, and in the process make comparison with other publications in the coffee field. This changing format, which incidentally, will continue to be upgraded in the months ahead, is just one indication of the greater value you receive when you place your advertising in Coffee and Tea Industries. What is less noticeable, but equally important, is that with a circulation that is tops in the industry it assures that the magazine will be picked up and studied, time and time again, by the people to whom it is important that your advertising be seen.

"We're the trade magazine that comes to mind first. It's been that way for 84 years now."

COFFEE AND TEA INDUSTRIES, 106 WATER STREET, NEW YORK 5, N. Y.



A new type of coffee bag construction takes on increasing importance as supermarkets debate discontinuance of in-store grinding.

“sealing in your coffee’s flavor”

The humble coffee bag is taking on new importance in New England these days.

Stop & Shop, Pheasant, and other packers of coffee for supermarkets are now reporting significant cost savings and long freshness protection for ground coffee in bags. The key is a new type of bag construction that seals in coffee flavor for as much as six weeks, two to three times longer than bags normally stay on the shelf. And this protection is provided at a cost as low as that of other bags lined with less effective materials.

As a result, the packers say, in-store grinding of bean coffee—with its accompanying economic problems—may be on its way out of New England supermarkets.

The bag is a standard paper construction, with a liner of “K” cellophane. The polymer coating of this Du Pont film gives it unusual freshness protection, enabling a lightweight, inexpensive liner to furnish more protection than other materials can at like costs.

Although light in weight, the cellophane makes the bag more rigid, due to its inherent stiffness. According to a spokesman from Pheasant Coffee and Tea Company, Warwick, R. I., this rigidity makes the bag easier and faster to handle in the packing room, and also enhances its appearance on display.

However, the long flavor protection offered by the cellophane liner is a more important factor, say the packers. And this advantage, obviously, is what customers are most pleased about.

In tests by independent professional coffee tasters, the flavor and freshness of coffee from bags lined with “K” cellophane has been judged equal to, or slightly better than, the same coffee stored in bags lined with more expensive films also used in coffee bag construction. Du Pont, the cellophane supplier, reports that taste tests were made on coffee stored from one to six weeks in various types of bags.

This combination of freshness protection and low bag cost was what led Stop & Shop to choose the cellophane liner, the supermarket chain reports. Customer complaints about flavor loss have been eliminated, the firm

says, and delicate coffee aroma is protected far beyond the required shelf life.

In addition to savings that Stop & Shop finds in bag cost, there are also other economic benefits in eliminating store grinding in supermarkets. For each grinding machine removed, for instance, about 10 square feet of display space is restored. And banishing store grinding also licks problems of machine maintenance, coffee spillage, store traffic tie-ups around the coffee counter, and labor cost required to run grinders—or pilferage loss resulting from unattended coffee counters.

These savings are particularly significant to supermarket-chains that both pack and sell ground coffee, for these firms can capitalize on the savings at both ends of the coffee marketing circuit.

The New England packers also regard the cellophane liner as a significant part of their promotional programs. As an example, printed on the front of the Stop & Shop bag is the following message: “Flavor sealed in Du Pont cellophane, freshness guaranteed.” On the side, further

(Continued on page 32)



Coffee bags lined with Dupont’s “K” cellophane run efficiently on standard filling equipment. Packers report that the extra rigidity of cellophane-lined bags make them easier and faster to handle in loading operations.

"sealing in your coffee's flavor"

(Continued from page 31)

printing points out the benefits of the liner: "Freshness and flavor fully retained. Air tight. Moisture-proof."

Similar statements appear on bags used by other packers.

In commenting on the growing use of cellophane liners, the Du Pont Film Department's manager of converter sales, Ralph C. Krueger, said recently, "Today's demand to move coffee grinding out of the supermarket gives new importance to the problem of preserving ground coffee's delicate flavor and freshness. Now, by combining the barrier and strength characteristics of 'K' cellophane with its low packaging cost, bags lined with this film provide coffee packers with inexpensive protection for both flavor and contents throughout shipping, handling, and shelf life."

Converters who manufacture coffee bags lined with "K" cellophane include Arkell and Smiths, American Bag and Paper Company, and Continental Can Company.

United States urged to consider participation in coffee agreement

The Committee for Economic Development has recommended that the United States consider active participation in an international coffee agreement. The suggestion, made

by the organization, composed of 200 leading businessmen in this country, urged that this country help stabilize coffee prices by accepting the responsibility of imposing import quotas.

The committee pointed out that such action would be a step in the right direction if the agreement gave reasonable promise of effectively cushioning a transition to free the international coffee markets. Pointing out that coffee is the major Latin American export problem, the study went on to direct some suggestions to businessmen in that area. One was that Latin American business interests abandon their "19th century" type of free enterprise and "follow the outstanding example" of more progressive Latin business leaders. A further suggestion pointed up the need for negotiation of "tax-sparing" treaties to encourage U. S. private investment in Latin American countries.

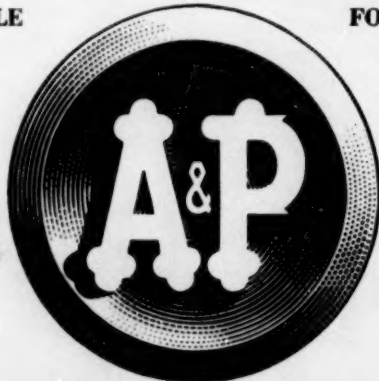
The two year study on which the committee based its findings recommended that; the United States be prepared to add to the initial \$500-million proposed to finance the Latin aid program; study means of stabilizing Latin export income; assist private enterprise through development banks, farm credit institutions, and private financial institutions; assist in strengthening Latin American colleges, and in addition provide on-the-job training; liberalization of current tariff treatment as it applied to imports of Latin goods.

The CED, headed by Thomas D. Cabot, chairman of the Cabot Corporation, Boston, and T. V. Houser, director of Sears, Roebuck and Co., plans on distributing some 80,000 copies of its 56-page study throughout the country as a means of gaining support for the program.

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The following article is the ninth in Coffee and Tea Industries continuing series on the various legal aspects of our trade. Author Howard Newcomb Morse this month discusses problems connected with a variety of coffee actions.

"Legal Recognition of the 'Coffee Break'"

The United States Court of Appeals for the Tenth Circuit in the case of Mitchell vs. Greinetz declared: "We may well take judicial knowledge of the fact . . . that coffee breaks . . . are rapidly becoming an accepted part of employment generally. While no doubt they are beneficial to the employees, they are equally beneficial to the employer in that they promote more efficiency and result in a greater output, and that this increased production is one of the primary factors, if not the prime factor, which leads the employer to institute such break periods. Significant of this trend is the fact that a number of states by statute or orders provide for . . . (coffee breaks) and provide that such periods shall be compensated as work time."

"Do Green Coffee Beans Constitute 'Food'?"

The Federal Food, Drug and Cosmetic Act defined "food" as follows: "The term 'food' means (1) articles used for food or drink for man or other animals, (2) chewing gum, and (3) articles used for components of any such article." The United States filed a proceeding under the Act seeking condemnation of a number of bags of coffee beans, in their green state, introduced into this country from Rio de Janeiro, Brazil, through the Port of New Orleans.

A substantial percentage of the coffee beans contained burrowings and holes made by insects, insect excreta and bodies or portions of bodies of the dead insects. A number of qualified analysts who tested samples of the coffee so testified. Likewise, the insect infestation was manifest from an examination of samples offered and received in evidence.

Green coffee beans rarely, if ever, are sold directly to the consuming public. After coffee is roasted some quantities are sold directly to the consuming public, who may

Howard Newcomb Morse, author of this series, is a recognized expert on legal matters. In 1948 and 1949 he was Professor of Law at John Marshall Law School in Chicago. In addition he was admitted to the Bar of the Supreme Court of the United States in 1949.

While the series to date has encompassed the legal aspects of various areas of interest to the coffee, tea and spice trades, Coffee and Tea Industries would welcome the comments of readers as to subject questions which would benefit the trade. Readers having questions along these lines are invited to submit their interests to Editor, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

Barrister's Brew

grind their own, but a vast majority of all coffee sold to the consumer is ground and ready for use for making coffee.

The owner contended that the coffee, by reason of the fact that it was in its green state and would be roasted and ground before offered for sale to the consuming public, was not a "food," as that term is defined in the Act. The District Court of the United States for the Eastern District of Louisiana declared: "It is my opinion that the fact that the green coffee beans must undergo certain processing before being sold to the consuming public does not exclude them from the statutory definition."

"Manufacturer or Grocer?"

Cain's Coffee Company owned and operated an establishment in Oklahoma City, which acquired raw materials such as green and unprepared teas, spices and coffee. It treated, milled and worked on them, by human labor and mechanical devices and appliances, in its factory. It sold and distributed its products through Oklahoma in its trucks over regular and established routes.

Robert F. Smith was an employee of the company, having charge of the sale and distribution of the products in Muskogee, Oklahoma, and surrounding territory. The company did not own and maintain any store or warehouse in Muskogee. Smith secured orders and solicited business from restaurants and hotels. The orders were placed with the company and thereafter the purchases were delivered to the customers by truck.

The company did not pay \$100. for an annual license required by a city ordinance in order for it "to distribute, deliver, offer for sale or sell at wholesale any fruits, groceries, and/or vegetables within the City of Muskogee, Oklahoma." The company filed suit in the District Court of Muskogee County against the city to enjoin the enforcement of the ordinance on the ground that it was exempt from the operation of the ordinance for the reason that it was a manufacturer and not, as the city contended, a merchant or grocer. The court issued a decree in favor of the city, and the company appealed.

The Supreme Court of Oklahoma reversed the decision of the court below and decided in favor of the company. The Supreme Court stated: "... the plaintiff was a manufacturer and not a merchant or a grocer."

"The Importance of Grinding as Regards the Importation of Spices"

Black peppers were decorticated by a boxlike machine, having in its center a revolving stone covered by a wire screen. The product from the machine had three parts—a coarse, broken shell; the middle portion, having a ground appearance; and a white kernel. The latter part of the

BOOK SHELF....

Because of the continuing number of requests for technical books relating to the coffee, tea, and spice trades, "Coffee and Tea Industries" lists below publications, currently available, and ready for mailing.

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY". A summary of worldwide coffee research with chapters covering all phases of present day technological achievements in this field. Physiology, genetics, cytology of the coffee tree; mineral nutrition; mechanization of cultural operations; weed and insect control of plants; and factors relating to inherent qualities of green coffee are all covered in depth by experts in the field. A must for growers, shippers, importers, and roasters, as well as libraries and research organizations. **\$2.50**

"THE COFFEE-MAN'S MANUAL". A compendium of information on stateside operations of the coffee trade. Aroma tests, brewing grinds, flavor testing, roasting procedures, and laboratory equipment give a working knowledge of how to meet the problems of the coffeeman's day. **\$2.50**

"MANUFACTURING PROCESSES FOR SOLUBLE COFFEE". Methods and procedures necessary to a successful soluble coffee processing operation are described and detailed in this booklet written by experts in this area. **\$1.00**

"TEA". An excellent book containing descriptive accounts of the various stages of tea cultivation and manufacture, a discussion of fundamental agricultural and technological principles, which have relevance wherever tea cultivation is carried on. The author, Dr. T. Eden, was formerly with the Tea Research Institute of Ceylon. **\$5.95**

"A TREASURY OF SPICES". 200-page, hard cover book, including history, descriptions, and illustrations of major spices, trade statistics, etc. **\$3.50**

Copies of the books listed above mailed postpaid in U.S.A., on receipt of check, or money order. Foreign residents please remit 10 percent additional to cover mailing costs.

COFFEE AND TEA INDUSTRIES

106 Water Street

New York 5, N. Y.

Barrister's Brew

(Continued from page 33)

pepper berry was entitled to free importation entry, while the finer material, though very cheap and used as an adulterant,¹ was assessed for duty by the Collector of Customs at the Port of New York under the Tariff Act as "spices not specially provided for."

Frame and Company, the importer, applied to the Board of United States General Appraisers for a review of the assessment of duty, contending that the merchandise was entitled to free entry under the Act, which specified "pepper, black or white, and pimento, all the foregoing when *un-ground*." The Board affirmed the assessment, and Frame and Company applied to the federal court for the Southern District of New York for a review of the decision of the Board.

The Court was concerned with the intermediate covering of the pepper, between the outer shell and the kernel, which was the residuum from the operation of removing the inner cuticle from the white kernel. This residuum had a ground appearance. The single question involved for tariff purposes confronting the Court was whether or not the article underwent a process of grinding. If ground, it was dutiable; if unground, it was exempt. The Court, sustaining the decision of the Board, declared: "The process by which the outer shell is removed to reach the kernel is . . . the equivalent of grinding."

¹ It was used for the purpose of being mixed with ground pepper. The admixture was sold as ground pepper.

1960 green coffee imports to Atlantic ports charted

The Green Coffee Association of New York City has issued its annual summary of imports into United States Atlantic ports. The charting shows that General Foods Corporation conducted the greatest volume of imports with a total of 1,867,710 bags received during the January-December, 1960 period.

The Great A & P Tea Co., was second in order of receipts with 813,000 bags. Other major receivers of green coffee included Volkart Brothers, 680,583 bags; J. Aron and Co., 665,072 bags; Otis McAllister, 493,909 bags; A. C. Israel & Co., 346,800 bags; C. A. Mackey & Co., Inc., 273,285 bags; Carl Borchsenius Co., Inc., 250,168 bags; L. Neugas Co., Inc., 227,893; Armenia Coffee Corp., 222,021 bags; Anderson Clayton & Co., 221,991 bags; Schwabach & Co., 221,582 bags; Machado & Co., 214,772 bags; Ruffner, McDowell & Burch, Inc., 191,544 bags; Leon Israel & Bros., Inc., 180,774 bags. Truebner Voelbel Co., 176,284 bags; Rayner & Stonington, 172,947 bags; W. R. Grace & Co., 167,410 bags; S. A. Schonbrun & Co., 154,695 bags; Monitz Wallack & Colodney, 150,481 bags; Lara & Sons, Inc., 141,962 bags; East Asiatic Co., Inc., 136,360 bags; A. L. Ransahoff Co., Inc., 126,114 bags; Arnold Dorr & Co., 114,505 bags.

In order of importance, Brazils imported during the period through Atlantic coast ports amounted to 5,423,873 bags; Colombians, 2,637,416 bags; Venezuelans, 336,399 bags; and Guatemalans, 229,936 bags. Portuguese West Africans were first from the African nations with a total of 618,045 bags imported into Atlantic ports during the period.

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The Coffeeman's Balance Sheet

A review of recent notes of interest to the coffee trade compiled from both AMERICAN and OVERSEAS sources.

The Foreign Agricultural Service's fourth (March) estimate of the 1960-61 world coffee crop places total production at 64.9 million bags, compared with the record of 78.4 million in 1959-60. Exportable production is estimated at 51.3 million, 21 percent below 1959-60. A smaller Brazilian crop this year is primarily responsible for the drop in the world crop, as many countries showed substantial increases.

World coffee trade of about 42 million bags in 1960 was slightly higher than in 1959. U. S. imports decreased by 1 million bags in 1960, while European imports continued to rise.

NORTH AMERICA: North American coffee production for 1960-61 is estimated at 8.7 million bags, with 6.7 million exportable. This is a decline of 10 percent from the 1959-60 crop.

- ■ The 1960-61 **Costa Rican** coffee crop is expected to set a record of 1,165,000 bags, of which 1,050,000 bags is exportable. Weather has been very favorable.

- ■ **Cuba's** coffee crop is lower this season, following the relatively high production of 1959-60, and will probably leave only a little for export.

- ■ Heavy rains and strong winds during October and November 1960 have reduced this year's crop in **El Salvador**. The areas that suffered most were the traditionally heavy coffee-producing areas of the Departments of Santa Ana, Ahuachapan, Sonsonate and La Libertad. Flowering for the 1960-61 crop was not evenly distributed.

- ■ There was the same unfavorable weather and lack of flowering in **Guatemala** this year. The Guatemalan crop will probably be about 10 percent below 1959-60.

- ■ **Haiti** has a smaller crop this year which is attributed primarily to the off-year of the production cycle. Coffee in recent years has accounted for about 42 percent of foreign exchange earnings; the national income, therefore, is expected to be drastically reduced this year.

- ■ The freeze in **Veracruz** last year and the severe drought which followed in many of the major districts and expected lower yields in Chiapas and in the state of Puebla have drastically reduced the **Mexican** coffee crop.

- ■ Heavy rains in October hurt some of the early crop in **Nicaragua**, but the 1960-61 production is nevertheless estimated at 450,000 bags total and 400,000 bags exportable.

- ■ Late rains in **Panama** which continued through the middle of December 1960 have reduced crop expectations. **Guadeloupe** is expected to have a total 1960-61 crop of 20,000 bags with 10,000 bags exportable. The 1960-61 crop in **Martinique** is estimated at 10,000 bags, all of which is expected to be used domestically.

SOUTH AMERICA: The total 1960-61 crop in South America is estimated at 40.2 million bags, of which 30.4 million will be exportable. On an exportable basis this represents a reduction of 33 percent from the high 1959-60 crop.

- ■ The total 1960-61 **Brazilian** crop is estimated at 30 million bags, and the exportable at 22 million bags. The large producing states of Sao Paulo and Parana have considerably smaller crops this year. The 1959-60 crop was by far an alltime record. Weather conditions for the 1961-62 crop have been favorable in the major producing areas.

- ■ Total **Colombian** coffee production for 1960-61 is estimated at 7.8 million bags, with 6.8 million exportable. Considerable effort is being made to expand the domestic use of surplus coffee. The Coffee Federation is now working on methods for estimating crop production. Stocks of coffee in Colombia, practically all controlled by the Federation, were estimated at 5.6 million bags on October 1, 1960. Storage will continue to be a problem to the Federation, which has been storing coffee in its own warehouses as well as in rented storage space.

- ■ Coffee production in **Ecuador** has risen greatly in the past 2 years. The larger 1960-61 crop is primarily attributed to favorable climatic conditions which have prevailed in the coastal region, plus the additional production from new trees coming into bearing. A commission was recently formed to study the national coffee situation and report on it as soon as possible.

- ■ Coffee production continues to increase in **Peru**. It is expected to rise sharply in the next few years, due

mainly to better cultural practices, and improved varieties. A new Coffee Producers Association was established in Cuzco Department in January 1961 to improve local production. In Chanchamayo Valley (which produces nearly 30 percent of Peru's coffee) a growers association plans to build a central plant to process all coffee produced in the zone to turn out a better and more uniform product. The Chanchamayo Valley, La Convencion, Tambopata, and on a smaller scale San Martin and Tingo Maria produce washed-selected coffees, which accounts for nearly 60 percent of Peru's total coffee crop. The most productive coffee area of Peru (Satipo Valley) reopened its roads to the outside world a few months ago, and expects to increase coffee production and reduce its cost of production.

■ ■ **Venezuela** is expected to have a 1960-61 coffee crop of 875,000 bags, with an exportable of 475,000 bags. This compares with the 1959-60 crop of 750,000 bags, of which 400,000 bags were exportable.

AFRICA: The 1960-61 total coffee crop in Africa is estimated at a record 13.1 million bags, with 12.6 million exportable. This compares with 12.1 million bags and 11.6 million exportable in 1959-60.

■ ■ New plantations coming into production, and good weather in **Angola** have boosted the crop considerably in the past 2 years. Much coffee is now in storage, and the government has established a credit system which helps merchants borrow on stored coffee. The government is not encouraging new plantings.

■ ■ **Robusta** coffee accounts for about 85 percent of the total **Cameroun** production. Arabica is produced mainly in the Bemeleke District where political disturbances have been centered and where harvesting and marketing has not been orderly this year. The current difficulties are slowing the expansion of Arabica.

■ ■ **Ethiopia's** 1960-61 crop is expected to be down from the high production of 1959-60. While deliveries of Djimmas have fulfilled quality and quantity expectations, the Harrar crop is down considerably.

■ ■ The total 1960-61 coffee crop in the **Ivory Coast** is estimated at 2,500,000 bags. However, due to a shortage of Mossi harvest labor from Upper Volta, only 2.2 million bags may be commercialized.

■ ■ The 1960-61 coffee crop in the **Republic of the Congo** is now expected to be much reduced from previous estimates. The recent declaration of independent government in both Orientale and Kivu Provinces has disrupted production and marketing. Large stocks are ready for shipment to Stanleyville and Aketic, but conditions make movement of commodities very difficult.

■ ■ **Ruanda-Urundi's** 1960-61 crop is now estimated at a total of 550,000 bags, with 500,000 bags exportable production. This is about 37 percent over the 1959-60 production which was reduced by internal disturbances.

■ ■ **Kenya's** coffee crop was particularly early this year, and in all of the main producing districts was off the trees by early February. The full crop should be delivered at the Nairobi coffee mills by mid-April.

■ ■ **Tanganyika** has had a sizeable increase in produc-

(Continued on page 38)

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MEMBER—TEA ASSOCIATION OF THE U.S.A.

"the coffeeman's balance sheet"

(Continued from page 37)

tion this year. The big rise is in the mid-Arabica crop, which will account for 75 percent of total production.

■ ■ Drought in Uganda; as in Kenya, was not in the main producing areas but because Uganda's coffee area is so widespread, the crop was reduced somewhat.

■ ■ Togo is faced with a substantial coffee surplus. France is committed to purchase 100,000 bags, which is only about two-thirds of the crop.

■ ■ While the Reunion Islands was once a distribution point for Arabica, no production for export is expected this year. Dahomey's 1960-61 exportable production is estimated at 20,000 bags, Gabon's at 10,000 bags and the Comores Islands at 2,000 bags.

ASIA AND OCEANIA: Total 1960-61 coffee production for Asia and Oceania is estimated at 3.0 million bags, with 1.8 million exportable.

■ ■ India's coffee production this year is expected to be slightly above 1959-60, while the 1960-61 crop in Indonesia is estimated at about the same.

■ ■ The 1960-61 crop in the Philippines is now expected to be smaller than in 1959-60, due to winds and heavy rains. Total coffee area is about 165,000 acres, but only about one-half of the coffee trees are old enough to bear.

■ ■ Exportable production of coffee from the 1960-61 crop for some of the smaller producing countries of Asia and Oceania is estimated as follows: New Caledonia—25,000 bags, New Hebrides—4,000 bags, North Borneo—2,000 bags, Portuguese Timor—20,000 bags, Vietnam—20,000 bags, French Oceania—4,000 bags.

Canavati calls for "new approach" in hemisphere aid plans

Jorge Canavati, U. S. representative of the Mexican Coffee Institute and vice president of the Pan-American Coffee Bureau has sounded a call for a "new Approach" in hemisphere aid programs. Canavati, speaking on the occasion of "Coffee Day" during Pan American Week expressed doubt that there could be a successful economic development program for Latin America that does not take into consideration the principal commodities of each country.

Mr. Canavati pointed out that the producing countries have been forced to limit purchases of manufactured products from consuming countries because of the inequities apparent in coffee prices, and the parallel rise in the cost of manufactured articles. "For the past several years," he declared, "world coffee producing countries have been striving to maintain and expand exports and to manage the growing surplus of coffee. This has been accomplished, temporarily, at great sacrifice and cost to many producing countries. Just how long we can continue to bear this burden ourselves, without more active participation by the major consuming countries, is the pressing question."

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"sidelights on spice statistics"

By STEWART P. WANDS, Executive Vice President

American Spice Trade Association

Each year the U. S. Department of Commerce provides the spice trade with its only official business indicators—the import statistics. Unofficially, however, various other facts and figures about our industry sift through the association's executive offices during the year. While these cannot be considered as authoritative as the government compilations, they are certainly interesting and give an insight into the progress of the trade.

For example, we were fascinated recently to find how the popularity of many spices varies according to regions in the U.S. Here are some of the differences noted in sales lists from three large retail chains—one in New England, another in the middle Atlantic region and the other in the Mid-West.

Cinnamon rated somewhat higher in the East than in the Midwest. Garlic and paprika placed higher in the Mid-West. Chili powder did not make the first ten in New England, while it did in the other regions. Onion salt rated considerably higher in New England and the Yankees placed celery salt among their top five, while it was not in the top ten of the others. Oregano is apparently used a little more in the Middle Atlantic states, but it placed in the top ranks in all three areas. Ground mustard is popular in New England, but does not rate as high in the other states.

It must be emphasized that these are very limited glimpses of the situation. It may well be that the experience of these particular chains isn't exactly the same as would be found in their regions as a whole, but the differences they note are interesting all the same. It is also certain that other areas of the country would show still more variances. For example, in the Southwest, cumin seed would be much higher in the ranks than in the North. In the upper Mid-West, cardamom seed finds a better sale than in other regions.

Not long ago our Information Bureau asked our grinder membership to indicate percentage-wise what had been happening to the sales of various spices. Twenty-eight items were listed on the questionnaire.

Those who reported had an average sales increase of 319%. Some firms showed gains in 21 of the 28 commodities and no spice declined with all companies. Largest single increases were reported in herbs. One grinder had experienced a 4600% rise in oregano, another a 3000% jump in basil and still another a 1600% gain in marjoram. Other sizable gains included 1300% for sesame seeds; 800% for tarragon; 700% for curry powder; 500% for both cinnamon and caraway seed and

400% for chili powder.

In the realm of poundage statistics, our "unofficial" fact gathering can go beyond the Department of Commerce import figures to include certain tabulations of domestic production. When these quantities are added in and we look back over the course of recent years, we find:

There is no doubt about the fact that America's spice appetite is at a record high. Imports and domestic production figures a current consumption rate of more than 173 million pounds annually, highest in U. S. history.

Spice usage has been on the increase since the end of World War II. In 1946, U. S. consumption amounted to 127,131,000 pounds. In the closing years of the '40's, it averaged 133,175,000 pounds. In the next five years, the average annual rate jumped to 158,192,000 pounds, and in the past five years moved to 173,758,000 pounds. In 1959, the total stood at 184,650,000 pounds and unofficial tabulations for 1960 indicate a comparable total.

An insight into the new product consciousness of the trade is seen in the association's recently revised Standard Spice Terminology Guide. We find particularly that our members are catering to convenience at an ever increasing rate.

Under onion the listings included "instant minced," "powder," "instant sliced," "salt" and "instant minced green onion." Under garlic, "instant minced," "powder" and "salt." Under the time-saving dehydrated vegetable flakes, the list shows, celery, garlic, mint, mixed



Spice people have recognized the importance of the "youth market" too. In the picture above, Ray Graham, Schilling spice buyer, and Doris Senger, home economist, demonstrate the spice picture before high school home economic classes.

vegetable flakes, onion, parsley and sweet pepper. Equally convenient are the increasingly popular spice blends which are designed to season specific dishes. The association now officially lists apple pie spice, chili powder, shrimp spice, seafood seasoning, pumpkin pie spice, mixed pickling spice, barbecue spice, curry powder, crab boil and poultry seasoning. In each of these categories, and particularly among the blends, individual brand lines may offer even more variety. The association's lists reflects only the products which are generally available everywhere.

Not all of the indicators of our trade are to be found in our own facts and figures. In oregano, for example, we know we have an herb which has doubled in import poundage in the past few years, but these statistics don't tell why. Naturally, we credit our own educational program for much of this meteoric rise. However, we realize also that it has had plenty of help from pizza and on this we heard some interesting figures recently. It seems a restaurant consultant firm made a survey of eating preferences on the West Coast. Checking hundreds of restaurants, hotels and other public feeding places, it found that pizza ranked 12th among all entree dishes served. It had come from 26th place a few years previously and was found more popular than such traditional favorites as baked ham, chicken à la king, leg of lamb, veal cutlets and pork chops, to name a few.

Indian spice export promotion council comments on activity

The Indian Spice Export Council has reported on its activity since its inception last year. The group's constituent panels are concerned with cardamom, ginger, turmeric, chillies, curry powder, and minor spices, in addition to pepper.

In inaugurating the Council, the Central Government's deputy minister for commerce recalled that India had traditionally served as a major source for the world's spices. He pointed up the fact that, in spite of the development of other sources such as Zanzibar for cloves, and Jamaica for ginger, southern Asia continues to be a principal source of world spice supply. During 1960 spices were said to have earned more than 15-million pounds sterling in foreign exchange for India. The minister also commented on the fact that an effective by-products industry should be developed in order to produce maximum returns to spice growers.

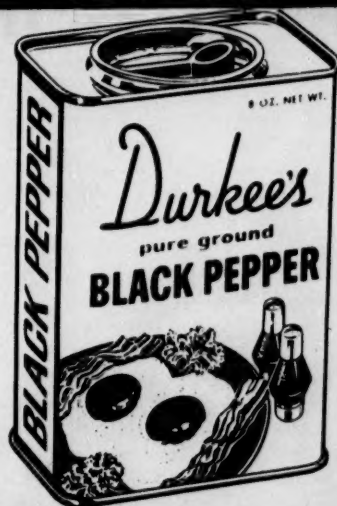
McCormick and Company acquires Gilroy Foods of California

McCormick and Company, has announced the acquisition of Gilroy Foods, Inc., a California company specializing in the production of dehydrated onions and garlic. The announcement was made by John M. Curlett, president of McCormick, who said that Gilroy Foods would continue under the direction of its president, George Clausen, Jr. The company is located at Gilroy, California.

The acquisition was made in order to further diversify the McCormick food product line, and at the same time offer Gilroy national distribution facilities. Gilroy Foods was founded in 1959 as a joint venture of a large group of California growers.

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Zanzibar and Pemba continue to maintain their position as the primary source of . . .

"the clove in world commerce"

By W. B. WILLEMS

Zanzibar Clove Growers Association

The clove is the unopened flower of an evergreen tree which grows to a height of 30 to 40 feet. The antiquity of the clove is confirmed in Oriental literature during the Han period more than two centuries B.C. At that time it was known in China as "chicken tongue spice" and was used by officers of the Imperial Court to render their breath fragrant when in the presence of their sovereign.

Over 75% of the world's clove requirements come from Zanzibar and its sister island of Pemba. Clove trees are not, however, indigenous in these islands and the actual year in which they were introduced is not known. Some reports indicate that they were introduced from the island of Reunion late in the 18th century but the story which is generally accepted by the old Arabs in Zanzibar is that the spice was brought from Mauritius in the year 1818 during the reign of Sultan Said bin Sultan. This ruler was a man of great energy and foresight and when he realized the potential value of this important spice he forced plantation owners to plant cloves and threatened to confiscate their land if they failed to do so. By the middle of the 19th century the industry had expanded and as the trees grew and increased their yields the clove trade flourished.

Today there are some 4,500,000 clove trees in Zanzibar and Pemba. The clove tree is an intermittent bearer and annual yields fluctuate considerably. During the past decade crops have been as low as 2,715 tons and as high as 24,195 tons. The average annual yield during the past ten years has been 11,710 tons. No one has ever been able to correlate the large fluctuations in annual yields with climatic conditions. In seasons of large crops extensive damage is done to the trees in the course of picking and this affects the size of the following crop but it frequently happens that healthy trees fail to give a crop. From this it can be assumed that the large variations in yields are mainly attributable to the characteristic of the tree itself.

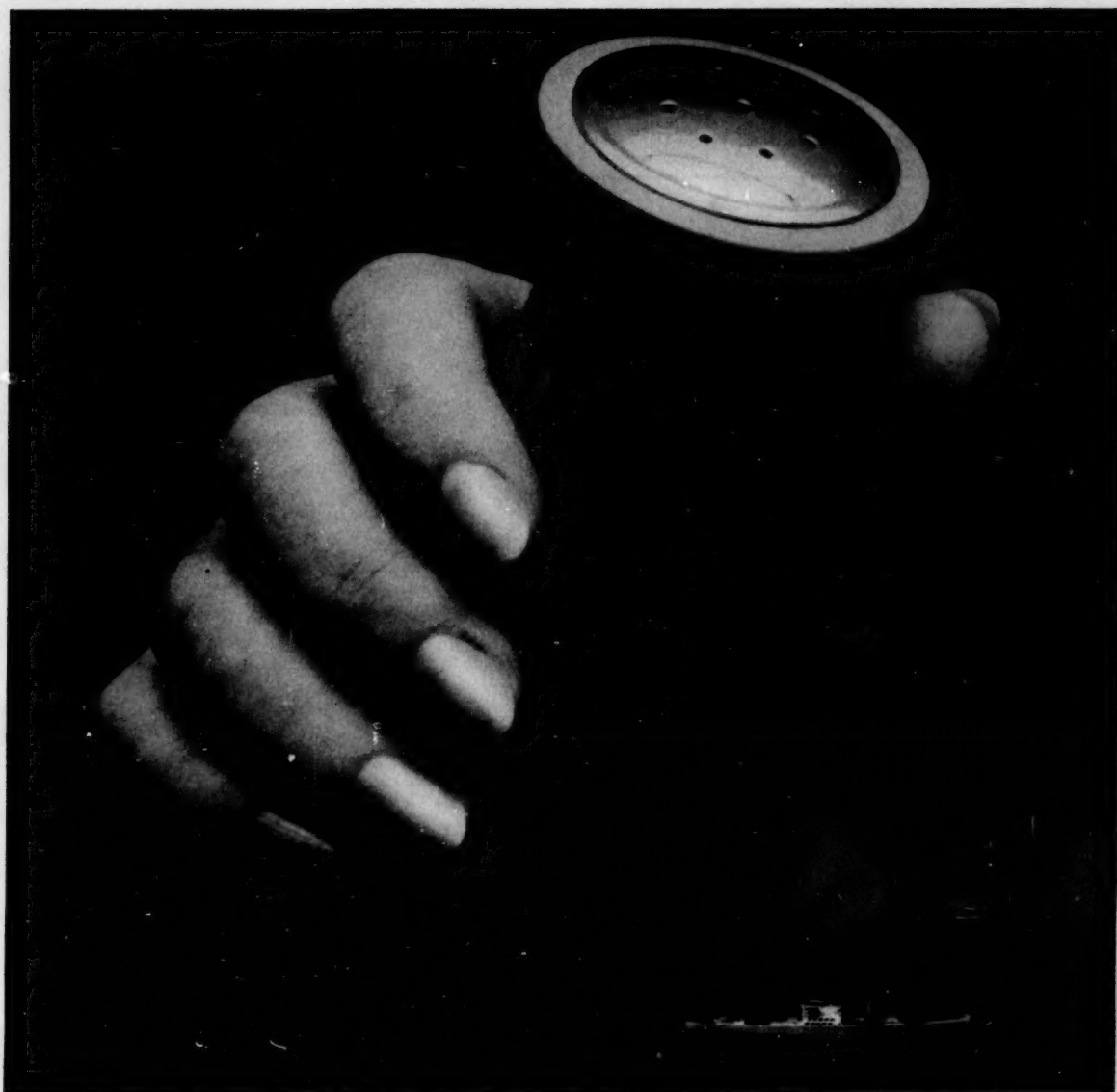
In cycles of several years production and consumption are practically self balancing but without some central form of control there would be wild fluctuations in prices from year to year, depending upon the size of the crop, which would have an adverse effect on the incomes of producers and the price paid by consumers. One of the principle functions of the Clove Growers Association is to guarantee minimum buying prices for cloves so that in seasons of large crops producers are able to sell their entire production including that part of the crop which is not immediately required by world markets. On the other hand, in seasons of small crops when total production is considerably lower than world market requirements, the Association is holding stocks brought forward from seasons of large crops and thus world demand can continue

to be met at reasonable prices. This system therefore works to the benefit of both producers and consumers.

The clove is one of the oldest, if not the oldest, known spice and the reasons for which cloves were used by ancient civilizations have been adopted for use in the 20th century. One of the earliest uses was the inclusion of cloves in tooth cleaning preparations at the time of the ancient Hindu civilization and when medical knowledge was first organized in Arabia and Persia. Hippocrates, the father of Greek medicine, is known to have used cloves in his medications. From these early times until today cloves and their derivatives have been used to check tooth decay and to counteract bad breath. To these primary uses were added the treatment of indigestion, rheumatism, and, by the middle ages, the antiseptic qualities of clove oil were well known. Together with these medical uses cloves were used extensively from the earliest times as a spice in food and also in religious ceremonial. They were used for these purposes in India well over 2,000 years ago and in China earlier still. In ancient Persia cloves were believed to create love and were used in nuptial ceremonies.

Today cloves as a spice are used as much in the Occident as in the Orient. Although in the Western world they are normally associated with apple pie and baked ham the extent of the application of cloves and their distillates is almost unlimited. In some parts of the world the most popular cigarettes contain an admixture of cloves. Some of the most popular cosmetics and perfumes owe much of their charm to a certain delightful distillate of cloves. In Southern India it is a common habit to add a few cloves to a pot of tea or coffee. A charming use is the pomander ball, which is an orange studded with cloves. It is known that Queen Elizabeth I carried a sceptre in one hand and a clove pomander in the other. Nowadays they are not carried about but hung in wardrobes where they impart a delightful scent and discourage moths. Cloves are an essential ingredient of mixed spice and are used extensively in a variety of proprietary preparations such as sauces, canned meats and fish, in seasonings for sausages, in dressings for poultry, in mincemeat and so on.

World demand for cloves is increasing and in furtherance of this the Clove Growers Association has made arrangements with a firm of Industrial Chemists in the U.S.A., for one consumer item containing cloves on their by-products to be produced each month. It is therefore considered that there will be a steady increase in demand in the years to come and to meet this the Zanzibar clove industry will continue to play the major role in supplying consumer requirements in the future as it has done in the past.



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THE PROBLEM OF INSECT CONTROL IN THE SPICE INDUSTRY

The problems of insect control in the spice industry are as old as the trade routes along which caravans first carried exotic spices from the orient to improve the dull diet of bread and badly preserved meat for people of the West.

It is possible that some form of the pyrethrum flower was packed with the spices, lest insects consume the precious merchandise during the long camel trip. Certainly it is known that the Chinese used pyrethrum to kill insects 1900 years ago, and it is logical that this ancient knowledge of insect control would have been used to protect the spices which inspired exploration and which bulked so large in the trade of East with West.

Spice importers, warehousemen, packers and distributors of the 1960's face the same problems of the attraction of insects to spices—with turmeric and paprika leading the susceptibility field—and solve them with a very modern application of the ancient botanical insecticide, pyrethrum.

This modern method combines an automatic, precision built, portable fogging machine dispensing a highly refined pyrethrum insecticide in the form of a dry fog, which penetrates the hard-to-reach places with such small quantities of pyrethrum that the cost of using it is now the lowest in the insecticide industry. This system of insect control is made by Aero-Master, Inc., of St. Louis, and has been amply tested in the spice industry as well as many other industries with similar insect control problems during the past ten years.

The spices most often affected by insect infestation include, besides turmeric and paprika, cayenne pepper, red pepper, coriander seed, sesame seed and nutmeg. In addition, some of the mixtures of spices, such as curry, poultry seasoning and pickling spices do, on occasion, become infested.

The list of insects which create the most havoc is reasonably short, but covers a wide range of insect activity.

The Indian Meal Moth and the Angoumois Grain Moth, the Cadelle, the Rice Weevil, the Lesser Grain Borer and the Dermestes Beetle, as well as two beetles which have acquired modern names—the Drug Store and the Cigarette Beetle, make up the most important group.

While tea and coffee are generally considered to be immune from insect damage, there is some danger from the Dermestids and the Drug Store and Cigarette Beetles since these feed on animal or insect products which could accumulate in the raw products before they are processed.

In modern insect control, it is not too important to worry about which insects attack the separate products, since the same system and insecticide (although used in different quantities) control all of them. Paprika appears to be affected by Grain Moths, nutmeg by the Cadelle, Rice Weevil and Lesser Grain Borer. Turmeric attracts several, among them the Grain Moth, Cadelle, Rice and Lesser Grain Borer.

While it has long been known that botanical insecticides—those produced from a variety of herbs and plants in many parts of the world—are harmless to warm-blooded animals but lethal to cold-blooded creatures, the basic problem in their use has always been cost. Pyrethrum, for example, which comes from a white daisy grown primarily

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in Kenya, is both limited in total quantity and by the time it is imported and processed, expensive.

Yet pyrethrum-based insecticides have every advantage in the spice field. Insects have not developed an immunity to pyrethrum, as they have to a long succession of chemical killers. Because they are harmless to humans, pyrethrums can be used under circumstances where chemical insecticides would be both dangerous and illegal.

Developing of an insecticide dispenser which would use a thermal fogging principal was the answer—a machine which would dispense pyrethrum in a fog so fine that only minute quantities of the costly but safest and most effective killer would be needed, thus bringing the cost of using pyrethrum to a level which would compete with cheap chemical sprays.

Today, as applied to insecticide dispersal, fogging refers to a fog with a particle size of less than 50 microns in diameter. Aero-Master has made many tests of various smoke particle sizes, and a size of about 5 microns was selected as most effective for indoor application.

The advantage of the Aero-Master fogging procedure over the usual method of insecticide dispersal is said to be that uniform 5-10 micron sized particles remain suspended in the air for many hours without coalescence or condensation. This means complete coverage for large areas and much greater penetration into inaccessible places—highly important in the spice field, where bagged materials present a challenge to insect control methods.

Aero-Master's Fogging Machine was engineered to dispense the special compound made by the company. The pyrethrum extract used contains four insecticidal constituents, each varying in toxicity to certain species of insects, so that the extract is deadly to every known form of insect life. The activator or synergist used is piperonyl butoxide, which increases the killing power of pyrethrums, thus making smaller doses effective. The base is an odorless petroleum distillate which has its own insecticidal value.

To meet the specific problems of the tea, coffee and spice industry (with emphasis upon the requirements of spice storage) Aero-Master recommends the following fogging routines for typical warehouse or processing areas.

Treatment for flying insects requires frequent, light fogging—at a cost of just over 1¢ per cu. ft. of space to be treated. Assuming a warehouse space of 50 x 100 x 10 feet high, or 50,000 cubic feet, fogging for flying insects would require 5 minutes. Any area can be estimated at 1 minute per 10,000 cubic feet of space.

At the beginning, fogging should be done two or three days in a row, followed by twice weekly fogging until insects are no longer in evidence. After that, weekly preventive fogging will keep the area free. Crawling insects require a far heavier fogging to eliminate heavy infestation—roughly 10 times the length of time as is required for flying creatures will also control the crawling insects.

And if it is still true that man, who has managed to exterminate many animal species, is unable to remove a single insect species from the face of the earth, then it is perfectly safe to assume that the spice industry will always have to control insect invasions or be prepared to suffer huge financial losses from the insects which eat from 1/10th to 1/5th of everything man tries to grow and then go on to damage vast unmeasurable quantities of goods and food-stuffs.

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Polak issues annual pepper review for the year 1960

Polak Trading Company, a division of George Uhe Co., Inc., brokers, has issued its annual, authoritative report on the pepper market during 1960.

The report indicates that, with the exception of Indonesia, where accurate up-to-date information is still unavailable, the information is a reasonably accurate analysis of estimated world production, consumption, and available supplies.

India continued to be the world's principal producing area for pepper, shipping 18,696 tons during the period December, 1959 through November, 1960. The figure represents an increase of approximately 5,789 tons over the like period in the 1958-59 economy. Principal importer during the year 1960 was the U. S. which consumed 8,355 tons of the Indian pepper crop, Communist countries took 5,448 tons, and other consuming nations, 4,893 tons.

Other major pepper producing areas were as follows, with export shipments indicated in parenthesis: Sarawak, (4,101 tons), a decrease from the 8,352 tons reported shipped in the 1959 period. Brazilian production of pepper was unavailable, however the company reports that the crop amounted to an approximate 4,200 tons. The report points up the fact that a large proportion of the annual pepper crop from this area can reasonably be assumed to being earmarked for home consumption, and for export to other

One for the road . . .

Jack Sterling, disc jockey on New York's CBS report a bar on the East Side which offers free coffee to patrons just before they leave to drive home. On the coffee urn is a large sign reading "Safety Belts."

South American nations, and the European community. The Ceylon pepper crop was reported to have been a failure during 1960 with barely sufficient production to provide for her own domestic requirements. Shipments reaching this country from Ceylon during October/December 1960 amounted to only 15 tons, and no competitive offers of Ceylon pepper were reported as reaching the market. Lampung pepper production amounted to 21,000 tons, and production of other producing areas (Muntok, Indonesian small islands, Thailand, and Madagascar) to 9,200 tons.

The report indicates that the estimated consumption of pepper in world markets amounted to 59,100 tons during the year 1960. Of this total the United States accounted for 17,000 tons; Canada, 1,300 tons; South America (with Brazil) 5,000 tons; United Kingdom, 3,000 tons; West Europe, 7,000 tons; Communist countries (excluding China), 6,000 tons; Middle East and Africa, 5,000 tons; India and Pakistan, 11,000 tons; Far East (excluding China) 1,500 tons; China, 1,500 tons; Australia, New ealand, etc., 800 tons.

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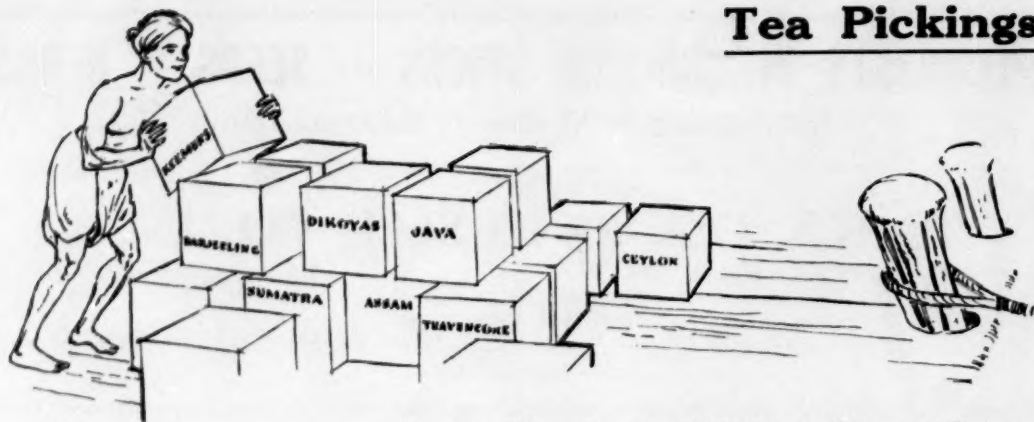
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Tea Pickings



A review of recent notes of interest to the tea trade compiled from both AMERICAN and OVERSEAS sources.

■ ■ Halsen & Lyon, of Hamburg, Germany, reports on the increasing tea production of South America in their most recent newsletter. They indicate that because of that continent's climatic conditions her plucking season coincides with the period of winter rest in northern India, and the southern tea producing areas of South Africa. Because of this, the company comments, South American tea can become an increasing factor during this period. However, the paper continues, the crop from this area will not be as welcome every year on the world tea market as it has been this year. One deterrent to South American teas has been the relatively high cost of production.

The company also advises that, under Russian guidance, China, using Russian-made tea machinery, is now undertaking a project with a view to meeting international export requirements. Tea, is no longer being rolled by hand, and the old methods of drying over charcoal fires is reported to be a thing of the past. Instead the Chinese are now using modern mechanical tea rollers, and equally up-to-date drying equipment in processing their tea. In Halsen and Lyon's opinion China will become an increasingly serious competitor in the international tea trade in coming years, posing a threat not so much for

India and Ceylon, but for all of the other producing countries.

■ ■ Mr. K. F. Redburn, a director of Tetley, Ltd., in an article for London's Tea and Rubber Mail ask the question, "will the new soluble tea displace the teapot?"

He points up the fact that one of the largest and most powerful factors influencing large scale packers of food today is the desire of the housewife to economize on her time. "It may be possible to considerably expand the market for tea," Mr. Redburn states, "if it is presented in a form which is both easy, quick and clean. While Great Britain may be slow to change firmly held habits, eventually, given the right product, there could well be a large market for instants."

Mr. Redburn suggests that the British housewife has accepted instant coffee more readily because she was not basically a coffee drinker, and she found instant coffee a satisfactory and pleasant beverage.

"Malingned as they are by the greater majority of the tea trade," Redburn indicated, "tea bags nevertheless continue to progress and recent unheralded improvements in manufacture appear to be clearly influencing a larger number of housewives to turn to them.

"In the United States tea bags are now up to the standard necessary and the (housewife) has now changed her habit to the extent of 60 percent of the trade. Instant tea is not yet there, although it is nearer in the U.S.A. than it is in the United Kingdom, and a number of plans and projects for making instant tea are even nearer still. When instant tea is produced of a quality equal either to ordinary loose tea or tea bags, then a large percentage of housewives will probably be prepared to change."

"Instant tea," Mr. Redburn concludes, "may eventually change the whole aspect of the trade, may alter the channels through which tea is sold, may reduce the amount of tea needed to make a cup of tea, may even alter the taste preference of the consuming public. That is why the trade is, and in fact must, be interested in it—like it or not!"

Vending potential for tea detailed by Tea Council

The Tea Council of the U.S.A. has issued a detailed study on the potential which exists for vended tea. Posing the question, "Is there a greater potential for vended tea in the United States?" the Council points up the fact that there should be.

The study, to be reported in full in the May issue of "Coffee and Tea Industries" concentrates on how tea, both hot and iced, can fit into the vending picture to a much larger degree. It includes information on the kind of tea needed, and the equipment currently available to do the job of vending the product.



*"Get out the pitcher
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Tea Pickings

■ ■ In an address to the annual general meeting of the Indian Tea Association held at Calcutta on March 11, the chairman, N. S. Coldwell, highlighted the problems faced by the tea industry. Referring to the paramount need for adequate supplies of tea, he said that in the Third Five Year Plan a production target of 900-million pounds had been contemplated. This means that an additional 140-million pounds will have to be produced by 1966. Since output may be upset by the vagaries of the weather as happened in 1960, he noted that the industry must be provided with certain minimum facilities if it is to fulfill its requirements. These, as mentioned by Coldwell, included (1) a constant flow of supplies of fertilizer, (2) adequate power, (3) peaceful labor conditions, (4) uninterrupted communications and, (5) an adequate market for the finished product with fair prices to the producer.

Proceeding to illustrate the problems faced in regard to most of these conditions, the Chairman listed first the short supply of fertilizer. Last year the Indian tea industry was provided with only 50,000 tons of sulphate of ammonia as against its full requirements of more than 71,000 tons. He observed that the supply of fertilizers for tea production has not only to be adequate and reasonably priced but also prompt. Failure to apply fertilizer in a single year has often resulted in a loss of tea output by almost 30 percent. He welcomed the recently announced decision of the Indian government which called for the establishment of a fertilizer plant in Assam.

Mr. Coldwell then complained of inadequate provision of transport, power and fuel. In Assam, he indicated, where the transport problem is already acute, the freight car shortage, and a recent increase in inland water transport rates has already adversely affected the tea industry. Electric supply in Darjeeling is so limited that many estates are forced to use their emergency plants as a matter of routine. He therefore questioned the wisdom of increasing tea production in the country when so many of the essential facilities were lacking. He advised that considerable thought be given to determining what the real priorities are that need to be developed in the tea growing areas if the industry is to continue as the Indian nations foremost earner of foreign exchange.

TRADE CALENDER

April 23-27

American Spice Trade Association,
Hollywood Beach Hotel,
Hollywood, Fla.

May 1, 2

Pacific Coast Coffee Association,
Del Monte Lodge,
Pebble Beach, Cal.

May 14, 15, 16, 17

Flavoring Extract Manufacturers Association
Savoy Hilton Hotel,
New York, N. Y.

May 22-25

National Restaurant Association
McCormick Place,
Chicago, Ill.

June 8, 9, 10, 11

Canadian Spice Association
Alpine Inn,
Ste. Marguerite, Quebec

■ ■ Russia has entered the Ceylon tea market in another move to expand trade between the two countries. Russia's entry into the tea market follows the conclusion of arrangements by a private firm for the import of Soviet petroleum at prices lower than those of western oil.

Trophy "borrowed" to brew tea

The Sir Thomas Lipton Cup, awarded for racing and sailing skill on the bounding main, was recently stolen from the Saint Francis Yacht Club in San Francisco. The culprit, when caught by local police, blandly announced that "there was little else you could do with a Lipton cup except brew tea in it."

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DIGBY 4-4224

Paton reports U. S. roastings up over same period of 1960

The latest Paton report covering a representative grouping of United States roasters shows that the amount of green coffee roasted in this country (including production used for instant coffees) through March 18 of this year stood at approximately 102 percent of the amount used to that date last year, and was about 100.8 percent of the amount roasted in the similar period of 1959.

Cumulative total for the year 1961 to date shows that roastings have approximated 5,100,000 bags, 100,000 bags more than were roasted for the like period of 1960, and 40,000 bags more than were roasted in the same period of 1959.

Coffee-break hits stride with employer approval

The American office and factory coffee-break has finally come of age. Better still a report in "This Week" magazine, a Sunday newspaper supplement indicates that the 100 percent increase which has occurred in this area since 1950 now has the benefit of employer approval.

In 1950, according to the report, slightly less than half of the offices in this country permitted the coffee break. Now, the report continues, 94 percent of all offices countenance the idea, and in nearly half of the firms which were canvassed the staff is given the advantage of *not one*, but two 15-minutes coffee breaks during the course of the working day.

Part of the change in management's viewpoint as regards the coffee break is best summed up in the words of Dr. Jean Spencer Felton, Professor of Occupational Health at the University of California who comments, "The results of coffee consumption are seen in clearer and more rapid thinking by the individual worker, in the forestalling of fatigue, in increased motor activity, and in a diminution of reaction time to stimuli."

According to the reports findings, 42-million of the office and factory workers who daily take time for coffee breaks are serviced in the following manner; 11,760,000 get their coffee from vending machines, 10,920,000 at company cafeterias, 5,460,000 at nearby restaurants, 2,940,000 from catering carts on the premises, and 1,175,000 by sending out for it. Another 7,560,000 are reported as making coffee in their own office.

Salada's records promotion proves its value as sales aid

So successful has Salada Tea's recent promotion been that the company has embarked on a follow-up program which will offer the consumer a choice of six more discs.

The original offering was of a recording by the Boston Pops Orchestra playing what the company described as Boston's favorite tea-time music. The record, custom produced by RCA-Victor for Salada was offered for \$1.25, plus the guarantee panel from any package of Salada.

The last of the 40,000 Boston Pops records to be sent out included an attached "bounce-back" offer, making available records by Xavier Cugat, Julie Andrews, Meyer Davis, Skitch Henderson, Dinah Shore, and Hugo Winterhalter. The same special rate of \$1.25, and coupon, applied on the later offering. If the continuing promotion is as successful as the initial offering the Salada tea people feel that they have successfully initiated an interest in their product through the sale of seven packages of tea to each of the consumers involved.

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Enthusiasm is the spark which has kept many a salesman's nose to the grindstone. In the article which appears below an expert outlines ways to maintain such a frame of mind.

“perking up your sales force”

What is the quality which, above all others, a salesman—particularly a salesman for a small company—needs? Enthusiasm. Enthusiasm is the spark that may mean the difference between making and not making a sale. It is also the quality which many top executives and sales managers in small firms find difficult to maintain in their outside sales staffs. Well, how do you do it? How do you keep them enthusiastic?

There are, of course, several answers, and you will have to make your own choice as to the method best suited to YOUR firm and circumstances. But there is widespread agreement among well-informed people that special incentives—and they may take the form of money or awards—are playing an increasingly important part in management's drive to keep that special sales spark alive.

Enthusiasm is a desirable quality for any man in any job. But it is particularly vital for the many thousands of “outside” salesmen—part of an army of more than one million—who daily pump orders into the nation's small companies. The need for keeping these men enthusiastic, is a factor of which every thoughtful owner or sales manager of a small company is aware. Yet how to do it, is often a difficult problem for these executives. But the consequences of failing in this task may be far-reaching. Any man, in any job, needs occasional reassurance. He needs to be told and shown that his work is appreciated.

The need for reassurance is particularly acute in the case of salesmen. Today competition is growing fiercer between small concerns, and, of course, competition from big organizations still further complicates and magnifies the salesman's problem. Now and then, like any man in any job, the salesman feels discouraged.

To carry out successfully his difficult assignment, he needs a continuous supply of enthusiasm; for enthusiasm is the spark which frequently means the difference between making and not making a sale. Therefore, the problem of how to maintain that enthusiasm in your sales force is a vital and ever-present one.

• **Keep Them Smiling, Keep Them Selling.** You yourself are the best judge of how to keep your men enthu-

siastic. The majority opinion among businessmen, however, seems to favor some sort of incentive system these days. As least this was true when Indiana University's School of Business and the National Sales Executives Inc., jointly questioned executives of small manufacturing concerns. The report, **A survey of Special Incentives for Salesmen**, showed that a majority of companies (442 out of 542 asked, with 30 not responding) called incentives **excellent** (252) or **good** (190). There were dissenters, of course. Thus 47 companies labeled incentives as merely fair; while 14 ranked them as poor, and 9 even termed them harmful.

The reasoning behind both pro and con arguments can be illustrated by quoting two sharply dissenting letters. One executive, on the pro side, put it this way: “A salesman will perform his usual customary way until he is offered some special incentive to do an extra job.”

But another executive took issue with that philosophy. Wrote he: “Why put a premium on what should be a normal, honest sales effort?”

• **Salesmen Speak Up.** Well, how do the men themselves feel about incentives?

A recent survey revealed that just over 90 percent of the salesmen in one industry favor a combination of salary and incentives. The remaining salesmen were divided between those who favored straight salary and those who preferred straight commissions.

Whatever your course will be, you may find the suggestions covering various types of incentive programs which follow of value to you.

Financial Techniques: The most common form of stimulating your men to greater achievement is that of offering some form of progressive payment for accomplishment. This can mean commissions, profit sharing, bonuses or salary increases.

• **Dollars and Incentive.** The president of company X was determined to inspire his salesmen to greater enthusiasm for their work. One day he sat down and blueprinted a dollar-and-cents pay plan designed to put that desire into effect. He was sure it would succeed. It didn't. Why?

Here is the way his dollar incentive program worked. It offered 2 percent commission for the first \$10,000 worth of sales, 1½ percent on the next \$50,000, 1 percent on everything above that figure. But no noticeable increases in sales occurred. The president just couldn't understand it. Because he genuinely wanted to know what had happened, he cautiously questioned his men.

The answers he received were revealing. His people disliked the idea of the commission percentage going down as sales went up. As a result of his findings, he reversed the percentage schedule. His salesmen now received 1 percent commission on their first \$10,000 sales, 1½ percent on the next \$50,000, 2 percent for everything above that figure. The result was an upturn in sales, and a boost in salesmen's enthusiasm and morale.

- **Set the Limit High.** Enthusiasm and morale may be adversely affected if you put an arbitrary limit on salesmen's earnings. Even if few of them ever will reach the dizzying heights of spectacular success in selling, most will **dream** of doing so; and that dream, even if never completely realized, can carry some men to greater heights than they would attain without the utopian goal-in-the-sky.

- **Contests and Incentives.** In the realm of financial incentives, the sales contest probably ranks high in popularity. But before you start a contest program, be sure that you plan it well. Mainly, watch out for three factors: the award, the basis for the award, and the timing of the contest. Awards, of course, can mean either money or merchandise, although some people feel that merchandise is preferable because (as they see it) the winner gains greater recognition in the eyes of his colleagues and his

family if he carries off valuable merchandise instead of a check.

- (1) **Objectives:** Each contest should have an important objective. For instance, you may want to overcome the post-Easter slump, to combat summer sales resistance, or to help introduce new products. Whatever the reason, be sure to communicate ground rules in detail, and announce contest results as soon after the contest ends as possible.

- (2) **Prizes:** This is an important factor in the success of any contest. Well-informed people in this field insist that the prizes should be useful for the winner's wife (or husband) and family, and not only to the winner. This, they say, is particularly true of the first prize which, in a major contest, might well be a trip to Europe for the winner and his wife (or husband). But even the second group of prizes probably should be designed for use by the entire family. They might include home appliances or furniture; they might even include jewelry for the winner's wife. A third group of prizes can be designed primarily for the winner's own use, and might include personal jewelry, luggage or clothing, to name a few items.

- (3) **Planning:** There are, of course, several ways of running a contest. You can simply let the salesmen compete against each other, and give the prizes to those who sell the largest amount. This is easy—and deceptive. In this type of contest, the winner may not have exerted any extra effort at all. He may merely have been lucky: His

(Continued on page 54)

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"perking up your sales force"

(Continued from page 26)

territory has been expanding; more people have moved into the area, and some of these additional people have by the law of averages become additional clients of his.

Well, what about establishing a minimum sales level (in terms of sales volume or percentage increase) which a man must reach before he can be eligible for a prize? This may work better, but you may also find that in some years the percentage increase in your sales will be low. In such a year, the winner will be a man who is a low-seller, but just happens to have a slightly better score than the next man. Perhaps at the end of that year you may want to skip contests altogether; or perhaps here is your chance to announce that you will not again have a contest unless sales and, of course, profits, pick up appreciably.

(4) **Warning:** One thing to avoid is the all-or-nothing, one-prize contest. In such a contest, the best man will win—but good men may feel resentful and cheated.

Non-Financial Techniques: There are also non-financial methods you can use. These are designed primarily to improve a man's status or position within his group and to thus give him an even greater urge to succeed.

• **Awards.** Lapel pins, trophies, rings: They are tokens of recognition of the achievement and enthusiasm displayed by your sales force. If you want to give awards, be sure to present them in a dignified way. Otherwise, they can do more harm than good.

Scrolls and diplomas, too, are increasingly being used as tokens of recognition; here, too, the watchword is: good taste. Not only should the awards themselves be in good taste, but so should be the publicity given to them in the company newspaper or bulletin. Most importantly, the presentation of the award should be made by the head of the company, or the sales manager. This ceremony, of course, can take place right in the plant—perhaps in the cafeteria—or perhaps at a special awards dinner.

• **Plant Visits.** If you have a number of salesmen who operate from bases away from the home office, you may want to give those men an opportunity to visit the plant so that they can meet with your executives, and have a look at plant operations. To cut down on the expenses of such meetings, you might call in your top salesmen when you are ready to put a new product on the market. That way their trips home pay off in more than one way, and chances are they'll return to their sales jobs with renewed enthusiasm for their company and their jobs.

• **Are You Communicating?** If you want to keep your salesmen enthusiastic, it's not enough to hand out money and awards. You have to keep them informed, let them know that they are an integral and important part of your organization. Perhaps your company is big enough to afford a newspaper; if not, a bulletin-type publication can do the job. But—fair warning—whatever medium of communication you use, use it to best advantage. You can't generate enthusiasm if you fill the paper solely with long lists of sales quotas. Of course, they belong; but so does more personalized information, written in a light and breezy vein. You might also include evaluations of individuals' outstanding performance.

(Continued on page 36)

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Late in 1958, Coffee and Tea Industries, offered its readers a publication of significant interest to the trade, "Advances in Coffee Production Technology". The publication was then, and is today, a compendium of useful information to the grower of coffee.

The material contained in "Advances in Coffee Production Technology" first appeared in the special November, 1958, issue of Coffee and Tea Industries, and immediately became one of the most widely sought after issues to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

There are on hand a limited number of copies of "Advances in Coffee Production Technology" which are offered at the original pre-publication price of \$2.50 per single copy. Orders for copies in excess of five may be had at an additional discount of 10 percent.

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Introduction

Recent advances in our knowledge of coffee trees:

1. Physiology
2. Genetics
3. Cytology
4. Anatomy

The supply of better planting material

1. Arabicas
2. Canephoras (Robustas)
3. Asexual propagation of coffee

Mineral nutrition

1. High fertilizer applications and their effects on coffee yields
2. Detection and control of minor element deficiencies

Better control of water supply for coffee production

The sun-hedge system of coffee growing

The mechanization of cultural operations

Soil conservation on coffee plantations

Chemical weed control in coffee

Recent spraying for control of coffee diseases

Selection of coffee types resistant to the Hemileia leaf rust

Biological control of insect pests in coffee

Factors affecting the inherent quality of green coffee

Conclusions

Coffee and Tea Industries suggests that orders for "Advances in Coffee Production Technology" be placed immediately. No plans have been made for a second printing of this publication and only a limited number of copies are on hand.



COFFEE & TEA INDUSTRIES (formerly The Spice Mill)
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Attached find \$..... for.....copies of "Advances in Coffee Production Technology" at the special price of \$2.50 each.

Name

Address

"perking up your sales force"

(Continued from page 54)

ances, information about your products (particularly new lines) and announcements of sales contests. But whatever you print, keep it fresh, keep it frank, keep it friendly.

The spoken as well as the written word can engender enthusiasm among your salesmen. If you have salesmen permanently located in other cities, it's a good idea for your sales manager to visit them in person regularly. Such personal contact with their immediate boss may solve many of their work-problems, and will help to overcome the salesmen's out there "in-the-blue" feeling. Even if your salesmen operate out of your company offices, the sales manager who takes time out to visit with his staff will create a feeling of solidarity, and will make his men realize that they are appreciated both as employees and as individuals.

Occasionally you may want to have a sales meeting or, if you have a fairly large staff with salesmen who operate in different geographic areas, a convention. If you do, be sure to plan ahead. Be equally sure that your salesmen will come away from such meetings with more to remember than a pep talk. Pep talks generate momentary enthusiasm, but they seldom solve problems or induce a sustained feeling of enthusiasm for the work or the company. So, in your own speeches be informative, be creative, be forward-looking; impress upon your executives, too, the need for a pep-plus approach in their formal and informal talks with the salesmen.

• **Costs and Consequences.** Any program you undertake will cost money. If wisely spent, the outlay will yield financial benefits to your company, and create increased enthusiasm among your salesmen. Programs in the financial category—including commissions and contests—should result in increased sales and, of course, profits.

The results of some of the non-financial programs, of course, may not be reflected quite so directly and dramatically in your company's sales record: But think of them as a long-term investment in salesmen's morale. Good morale, after all, is a necessary basis for enthusiasm. And it is enthusiasm which will carry your salesmen along in their task of selling your firm and its products.

New Guinea coffee farmers protest government control

Australian coffee planters in the New Guinea highlands are protesting increasing government controls on private enterprise.

The territory's coffee boom started in 1954 when a bad Brazilian crop shot coffee prices from more obscure areas to new highs. At the time New Guinea coffee rated a price of 94 cents a pound, compared with 44 cents which is being received on today's market. Meanwhile the planters have found that native labor costs have risen by almost 100 percent, helping to compound the area's problem. Natives who used to work for \$1.56 a month are now being paid \$3.30 at the insistence of the government.

Coffee is the only cash crop presently being raised in the New Guinea highlands. It was introduced to the area

approximately ten years ago, but already there are some 120 Europeans, and scores of natives, engaged in its production. The highland's product is entirely Robusta, and is said to have found fertile growing conditions because of the area's even rainfall, and deep loamy soil. One other problem which presents itself for the planters is the fact that the only way they can get their coffees to the coast is via air. Right now they are upset because the government has cut the load limits on DC-3's by 25 percent, a factor which means a corresponding rise in air cargo rates.



SAMUEL B. WADE, former coffee solicitor for Delta Line's New York offices whose appointment as Southeastern Regional Manager for Coffee and Tea Industries is announced below.

New southern representatives for Coffee and Tea Industries

Coffee and Tea Industries is pleased to announce the appointment of new representation for the Gulf Coast and Southeastern areas of the United States.

Samuel B. Wade, will represent the publication, as Southeastern Regional Manager. Wade, well known in the coffee trade, was born in Illinois, and received his education in Little Rock, Ark., and Memphis, Tenn. He served in sales and promotional activity with the Waterman Steamship Company in Memphis, and New York, for a period of almost 30 years. More recently he has been associated with Delta Steamship Lines, in New York, where he specialized in coffee solicitation. Wade's promotional work has received national recognition during his membership with the National Sales Executive Club, and the Sales Executive Club of New York. He will make his headquarters at Delray Beach, Fla., where he is owner-manager of the Sunny Surf Apartments, and will contact members of the trade in the Gulf area on frequent trips throughout his territory.

In the second appointment, Martha Ann Samuels, joins the publication staff as regional editor for the New Orleans area. A native of the Mississippi Delta, Martha Ann Brett (Samuel) came to New Orleans in 1945 straight from the University of Mississippi. As a feature writer on *Dixie*, the colorgrature magazine of the Sunday *Times Picayune*, she met and married the magazine's assistant editor, Ray Samuel, now an advertising and public relations executive.

Through the years she has combined a culinary knowledge of the deep South with her writing in freelance work for national publications such as *The Ladies' Home Journal* and *Seventeen*.

Laughingly dubbing herself the "Ann Landers of the Coffee Drinkers" she recalls that for a period she conducted an advice to the lovelorn column in the Standard Coffee Company's giveaway paper. Her present ambition is to convert her native state of Mississippi to New Orleans style coffee.



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The editorial material which appears below is the concluding section of the article "the development of instant coffee." To our readers, and the author, Dr. Wilbert Heyman, our apologies for inadvertently deleting this from the March issue.

"the development of instant coffee"

In 1956 our Engineering Department accepted a contract to design and build a Soluble Instant Coffee plant in the Philippine Islands at Makati, Manila. We gave this firm everything we had learned up to that date and their product was instantly accepted. The plant was a small one compared to the giants of the United States. The spray dryer could handle only 300 lbs of water per hour, but the design was radically different and in the writers opinion far better than the customary spray dryer. The heated air entered the top but instead of coming out of the bottom it returned and was discharged from the top, thus allowing the powder to gently settle at the bottom in an atmosphere of intense aromatic coffee volatiles. Other unusual features were incorporated which enabled us to help design one of the larger plants in the United States.

One of the principal costs in the manufacture of Instant Coffee is the disposal of the waste spent coffee grounds. This waste material must be disposed of either by carting away or burning. It contains more than 66 percent water. Drying is costly so our laboratory worked out a method of converting the waste into a semi fluid which can easily be washed down the sewer and thereby save many thousands of dollars of unnecessary expense. New plants as well as old ones can easily incorporate this radical new feature into their designs.

Now let's look at the facts. More than a half billion

dollars worth of instant coffee is sold annually in the United States alone. Some of the coffee producing countries are already manufacturing instant coffee and shipping it to the United States and other parts of the world. Other plants are in the blue print stage for Brazil. Soon there will be a surplus of productive capacity throughout the whole wide world, and those firms which then have a superior coffee will be able to compete with quality rather than just from a price angle. Quality is vastly important in a beverage which is consumed daily year in and year out one, two or three times daily. This is so evident by the fact that although instant coffee sales amount to a half billion dollars annually in the United States, there is still vastly more roasted coffee sales, amounting to about a billion and a half dollars annually. Only the superior quality of the beverage from roasted coffee makes this situation, for everyone knows that it is much more laborious to make brewed coffee from ground roasted coffee than from instant coffee.

The future of the Instant Coffee Sales is as big as the imagination can conceive. No other product in the food industry has witnessed such dynamic growth in so short a time as the instant coffee. Give the public a better flavor and aroma in the cup of coffee and the sales of instant coffee will quickly catch up with the overproduction of green coffee. Stock piles will diminish instead of increase. Green coffee producing countries should bear this important fact in mind. There should be a Soluble Coffee Committee formed in Brazil and other green coffee producing countries to examine into the instant coffee plants being proposed. Nothing but the finest flavored instant coffees should be allowed to originate in those countries. The quality of their product will reflect on the quality of their major crop, the green coffee. They must be able to manufacture the type of instant coffee intended for the specific countries where it will be consumed.

U S E G O
UNION SWISS PURCHASING ASSOCIATION
Olten, Switzerland

Manufacturers and Exporters of Soluble Coffee

**IMPORTERS OF QUALITY COFFEES
FROM ALL PRODUCING COUNTRIES**

Roasters and Distributors



A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmenn Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 BI-Dia—Black Diamond Steamship Co.
 BI-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldemar—Coldemar Line
 Cubamex—Cubamex Line
 Cunard—Cunard Line
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.

Hansa—Hansa Line
 Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lawes—Lawes Shipping Co., Inc.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Stock—Stockard Shipping Co.
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jz—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 MI—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 NF—Norfolk
 Pa—Philadelphia
 Pe—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



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ship sailings

LATIN AMERICA

BRAZIL

Angra dos Reis

4/10	Mormacguide—Am-Rep	Jx4/25	Chsn4/27	NY4/29	Bo5/1	Pa5/3	Ba5/5
4/13	Del Oro—Delta	No5/1	Ho5/5				
4/14	Mormacowl—Am Rep	NY4/29	Bo5/1	Pa5/3	Ba5/5	Nf5/6	
4/14	Iberia—Norton	NY4/30	Bo5/3	Pa5/5	Ba5/6	Nf5/8	
4/14	Hardanger—Wes-Lar	LA5/11	SF5/14	Pa5/20	Se5/22	Va5/23	
4/17	Mormacisle—Pac-Rep	LA5/24	SF5/27	Va6/2	Se6/8	Pa6/10	
4/19	Mormactide—Am-Rep	NY5/4	Ba5/7	Pa5/9	Bo5/11	Mf5/15	
4/20	Del Mundo—Delta	No5/8	Ho5/12				
4/21	Nopal Express—Nopal	No5/5	Ho5/10				
4/23	Mormachawk—Am-Rep	Jx5/11	Chsn5/13	NY5/15	Bo5/17	Ba5/19	
					Ba5/21	Nf5/22	
4/28	Mormacwave—Am-Rep	Ba5/14	Pa5/16	Bo5/18	NY5/20		
4/29	M/S Burg Sparrenberg—Col	NY5/16	Pa5/21	Ba5/23	Bo5/25	Mf5/30	
4/30	Elin Horn—Nopal	No5/15	Ho5/18				
5/3	Mormacove—Am-Rep	NY5/18	Bo5/21	Pa5/23	Ba5/25		
5/4	Del Rio—Delta	No5/17	Ho5/22				
5/6	Porsanger—Wes-Lar	LA6/3	SF6/6	Pa6/12	Se6/14	Va6/15	
5/13	M/S Cap Castillo—Col	NY5/27	Bo6/1	Pa6/4	Ba6/6		
5/18	Del Rio—Delta	No6/1	Ho6/5				
6/1	Del Campo—Delta	No6/19	Ho6/23				
6/8	Del Aires—Delta	No6/26	Ho6/30				

Paranagua

4/10	S/S/ Loide Nicaragua—Lloyd	No4/29	Ho5/4				
4/10	Del Oro—Delta	No5/1	Ho5/5				
4/10	Mormacowl—Am-Rep	NY4/29	Bo5/1	Pa5/3	Ba5/5	Nf5/6	

4/11	Mormacsurf—Pac-Rep	LA5/7	SF5/10	Va5/16	Se5/22	Pa5/24	
4/11	Iberia—Norton	NY4/30	Bo5/3	Pa5/5	Ba5/6	Nf5/8	
4/14	M/S Itajai—Brodin	Ba5/4	NY5/6	Pa5/9	Bo5/11	StJe5/15	
4/15	Mormactide—Am-Rep	NY5/4	Ba5/7	Pa5/9	Bo5/11		
4/17	Del Mundo—Delta	No5/8	Ho5/12				
4/17	S/S/ Loide Uruguay—Lloyd	NY5/8					
4/19	Mormachawk—Am-Rep	Jx5/11	Chsn5/13	NY5/15	Bo5/17	Pa5/19	
					Ba5/21	Nf5/22	
4/19	Nopal Express—Nopal	No5/5	Ho5/10				
4/24	Del Mar—Delta	No5/10	Ho5/17				
4/24	Mormacwave—Am-Rep	Ba5/14	Pa5/16	Bo5/18	NY5/20		
4/25	M/S Cabo S. Roque—Lloyd	No5/14	Ho5/18				
4/25	M/S Burg Sparrenberg—Col	NY5/16	Pa5/21	Ba5/23	Bo5/25	Mf5/30	
4/27	S/S/ Loide Equador—Llod	NY5/18					
4/28	Elin Horn—Nopal	No5/15	Ho5/18				
4/28	Nyland—Brodin	Ba5/18	NY5/20	Pa5/23	Bo5/26	StJe5/30	
4/28	Mormacisle—Pac-Rep	LA5/24	SF5/27	Va6/2	Se6/8	Pa6/10	
4/29	Mormacove—Am-Rep	NY5/18	Bo5/21	Pa5/23	Ba5/25		
5/1	Del Rio—Delta	No5/17	Ho5/22				
5/8	Del Norte—Delta	No5/24	Ho5/31				
5/9	Cap Castillo—Col	NY5/27	Bo6/1	Pa6/4	Ba6/6		
5/15	Del Rio—Delta	No6/1	Ho6/5				
5/22	Del Sud—Delta	No6/7	Ho6/14				
5/29	Del Campo—Delta	No6/19	Ho6/23				
5/30	Porsanger—Wes-Lar	LA6/3	SF6/6	Pa6/12	Se6/14	Va6/15	
6/5	Del Aires—Delta	No6/26	Ho6/30				

Rio de Janeiro

4/11	Mormacguide—Am-Rep	Jx4/25	Chsn4/27	NY4/29	Bo5/1	Pa5/3	Ba5/5
4/12	S/S/ Loide Guatemala—Lloyd	NY4/28					
4/14	S/S/ Argentina—Am-Rep	NY4/24					

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LIBERIA and REPUBLIC of CONGO
Direct Regular Service

ship sailings

Rio de Janeiro (Continued)

4/14 Del Oro—Delta	No5/1 Ho5/5
4/14 S/S Loide Nicaragua—Lloyd	No4/29 Ho5/4
4/15 Iberia—Norton	NY4/30 Bo5/3 Pa5/5 Ba5/6 N15/8
4/16 Mormacisla—PacRep	LA5/24 SF5/27 Va6/2 Se6/8 Po6/10
4/17 Hardanger—Wes-Lar	LA5/11 SF5/14 Pa5/20 Se5/22 Va5/23
4/19 M/S Itajai—Brodin	Ba5/3 NY5/5 Pa5/7 Bo5/10 StJo5/14
	MI5/14
4/20 Mormactide—Am-Rep	NY5/4 Ba5/7 Pa5/9 Bo5/11 MI5/15
4/21 Del Mundo—Delta	No5/8 Ho5/12
4/22 S/S Loide Uruguay—Lloyd	NY5/8
4/22 Nopal Express—Nopal	No5/5 Ho5/10
4/25 Mormachawk—Am-Rep	Jx5/11 Chn5/13 NY5/15 Bo5/17 Pa5/19
	Ba5/21
4/27 Del Mar—Delta	No5/10 Ho5/17
4/29 M/S Cabo S. Roque—Lloyd	No5/14 Ho5/18
4/29 Mormacwave—Am-Rep	Ba5/14 Pa5/16 Ba5/18 NY5/20
4/29 M/S Burg Sparrenberg—Col	NY5/16 Pa5/21 Ba5/23 Bo5/25 MI5/30
5/2 S/S Loide Ecuador—Lloyd	NY5/18
5/2 Elin Horn—Nopal	Ha5/18
5/4 Mormacdove—Am-Rep	NY5/18 Bo5/21 Pa5/23 Ba5/25
5/6 Del Rio—Delta	No5/17 Ho5/22
5/8 Persanger—Wes-Lar	LA6/3 SF6/6 Po6/12 Se6/14 Va6/15
5/11 Del Norte—Delta	No5/24 Ho5/31
5/13 S/S Cap Castillo—Col	NY5/27 Bo6/1 Pa6/4 Ba6/6
5/19 Del Rio—Delta	No6/1 Ho6/5
5/25 Del Sud—Delta	No6/7 Ho6/14
6/2 Del Campo—Delta	No6/19 Ho6/23
6/9 Del Aires—Delta	No6/26 Ho6/30

Santos

4/10 Mormacisla—Pac-Rep	LA5/7 SF5/10 Va5/16 Se5/22 Pa5/24
4/12 Hardanger—Weslar	LA5/11 SF5/14 Po5/20 Se5/22 Va5/23
4/12 Del Oro—Delta	No5/1 Ho5/5
4/12 S/S Loide Nicaragua—Lloyd	No4/29 Ho5/4
4/13 S/S Argentina—Am-Rep	NY4/24
4/13 Iberia—Norton	NY4/30 Bo5/3 Pa5/5 Ba5/6 N15/8
4/13 Mormacowi—Am-Rep	NY4/29 Bo5/1 Pa5/3 Ba5/5 N15/6
4/17 M/S Itajai—Brodin	Ba5/3 NY5/5 Pa5/7 Bo5/10 StJo5/14
	MI5/14
4/18 Mormactide—Am-Rep	NY5/4 Ba5/7 Pa5/9 Bo5/11 MI5/15
4/19 S/S Loide Uruguay—Lloyd	NY5/8
4/19 Del Mundo—Delta	No5/8 Ho5/12
4/20 Nopal Express—Nopal	No5/5 Ho5/10
4/22 Mormachawk—Am-Rep	Jx5/11 Chn5/13 NY5/15 Bo5/17 Pa5/19
	Ba5/21 N15/22
4/26 Mormacwave—Am-Rep	Ba5/14 Pa5/16 Bo5/18 NY5/20
4/26 Mormacisla—Pac-Rep	LA5/24 SF5/27 Va6/2 Se6/8 Po6/10
4/26 Del Mar—Delta	No5/14 Ho5/18
4/27 M/S Cabo S. Roque—Lloyd	NY5/16 Pa5/21 Ba5/23 Bo5/25 MI5/30
4/27 M/S Burg Sparrenberg—Col	NY5/18
4/29 S/S Loide Ecuador—Lloyd	No5/15 No5/18
4/29 Elin Horn—Nopal	NY5/18 Bo5/21 Pa5/23 Ba5/25
5/2 Mormacdove—Am-Rep	No5/17 Ho5/22
5/3 Del Rio—Delta	LA6/3 SF6/6 Po6/12 Se6/14 Va6/15
5/4 Persanger—Wes-Lar	No5/24 Ho5/31
5/10 Del Norte—Delta	NY5/27 Bo6/1 Pa6/4 Ba6/6
5/11 M/S Cap Castillo—Col	

5/17 Del Rio—Delta	No6/1 Ho6/5
5/24 Del Sud—Delta	No6/7 Ho6/14
5/31 Del Campo—Delta	No6/19 Ho6/23
6/7 Del Aires—Delta	No6/26 Ho6/30

Victoria

4/16 Del Oro—Delta	No5/3 Ho5/6
4/16 S/S Loide Nicaragua—Lloyd	No4/29 Ho5/4
4/23 Nopal Express—Nopal	No5/5 Ho5/10
4/25 Del Mundo—Delta	No5/8 Ho5/12
5/1 M/S Cabo S. Roque—Lloyd	No5/14 Ho5/18
5/3 Elin Horn—Nopal	No5/15 Ho5/18
5/7 Del Rio—Delta	No5/17 Ho5/22
6/4 Del Campo—Delta	No6/19 Ho6/23
6/11 Del Aires—Delta	No6/26 Ho6/30

COLOMBIA

Buenaventura

4/11 Siredal—Granco	LA4/22 SF4/26 Va5/9
4/11 Santa Teresa—Grace	NY4/19 Ba4/21 Pa4/25
4/11 Cd. de Medellin—Granco	Ho4/20 No4/23
4/13 Gulf Shipper—Gulf	Ho4/21 No4/29
4/14 Manuel Mejia—Granco	Ba4/20 Pa4/21 NY4/23
4/14 M/V John Schroder—Col	Jx4/21 NY4/25
4/17 Gulf Shipper—Gulf	Ho4/25 No4/30
4/18 Santa Flavia—Grace	LA4/27 SF4/30 Se/Ta5/5
4/19 Santa Luisa—Grace	NY4/26
4/21 A vessel—Coldemar	Jx4/28 NY5/2
4/21 Cd. de Pasto—Granco	Ba4/27 Pa4/28 NY4/30
4/23 Cd. de Cali—Granco	Ho5/1 No5/6
4/24 Gulf Banker—Gulf	Ho5/2 No5/11
4/26 Santa Olivia—Grace	NY5/3 Ba5/5 Pa5/9
4/28 M/V Elisabeth Schulte—Col	Jx5/5 NY5/9
4/28 Santa Malta—Grace	LA5/9 SF5/11 Po5/15 Se/Ta5/17
4/28 Cd. de Armenia—Granco	Ba5/4 Pa5/5 NY5/7
4/30 Jytte Skou—Granco	Bo5/10 MI5/18
5/2 Ranborg—Granco	LA5/12 SF5/15 Va5/29
5/3 Santa Maria—Grace	NY5/10
5/5 M/V Cali—Col	Ba5/11 Pa5/12 NY5/14
5/5 Barranquilla—Granco	Jx5/12 NY5/16
5/15 Jytte Skou—Granco	Bo5/25 MI5/29

GUAYAQUIL

Pto. Bolivar

4/10 Manuel Mejia—Granco	Ba4/20 Pa4/21 NY4/23
4/16 Santa Luisa—Grace	NY4/26
4/17 Cd. de Pasto—Granco	Ba4/27 Pa4/28 NY4/30
4/18 Cd. de Cali—Granco	Ho5/1 No5/6
4/23 Santa Olivia—Grace	NY5/3 Ma5/5 Pa5/9
4/23 Ranborg—Granco	LA5/12 SF5/15 Va5/29
4/24 Cd. de Armenia—Granco	Ba5/4 Pa5/5 NY5/7
4/26 Jytte Skou—Granco	Bo5/10 MI5/18
5/1 Barranquilla—Granco	Ba5/11 Pa5/12 NY5/14
5/10 Jytte Skou—Granco	Bo5/25 MI5/29



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West African Agents

MATADI: Agetrat, S. C. A. R. L., 3 rue de Vivi, P.O. Box 36, Matadi, Belgian Congo.

DOUALA: Societe Navale Delmas Vieljeux, P.O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P.O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P.O. Box 125, Monrovia, Liberia.

FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

ship sailings

CALLAO

4/12 Santa Luisa—Graco	NY4/26
4/12 Cr. de Cali—Graco	Ho5/1 No5/6
4/13 Jytte Skou—Graco	Bo5/10 M15/18
4/14 Cd. de Armenia—Graco	Ba5/4 Pa5/5 NY5/7
4/17 Ranborg—Graco	LA5/12 SF5/15 Va5/29
4/20 Gulf Banker—Gulf	Ho5/2 No5/11
4/21 Barranquilla—Graco	Ba5/11 Pa5/12 NY5/14
4/21 Santa Elisa—Graco	NY5/3 Ba5/5 Pa5/9
4/23 Santa Malta—Graco	LA5/9 SF5/11 Po5/15 Se/Ta5/17
4/27 Santa Maria—Graco	NY5/10
4/28 Jytte Skou—Graco	Bo5/25 M15/29
5/6 Santa Juana—Graco	SF4/21 LA5/19 Po5/26 Se/Ta5/29

SALAVERRY

4/14 Santa Luisa—Graco	NY4/26
4/22 Santa Elisa—Graco	NY5/3 Ba5/5 Pa5/9
4/28 Santa Maria—Graco	NY5/10

EL SALVADOR

4/13 Rep. de Colombia—Graco	LA4/27 SF4/30
4/14 Michigan—French	LA4/24 SF4/27 Va5/2 Se/Ta5/5 Po5/6
4/18 A. Pacinotti—Italian	LA4/25 SF4/29 Po5/3 Se/Ta5/9 Va5/11
5/2 Chili—French	LA5/12 SF5/17 Va5/22 Se/Ta5/26
	Po5/29
5/3 Santa Malta—Graco	LA5/9 SF5/11 Po5/15 Se/Ta5/17
5/20 P. Toscanelli—Italian	LA5/27 SF5/30 Po6/2 Se/Ta6/6 Va6/8

GUATEMALA

Pt. Barrios

4/12 Zephyr—UFruit	NY4/22
4/13 Cd. de Quito—Graco	Ho4/18 No4/20
4/15 Werner Vinnen—Graco	NY5/3
4/15 Leith Hill—UFruit	Ho4/20 No4/22
4/17 Nobistor—Graco	Ho4/22 No4/26
4/20 Alcyon—UFruit	NY4/28
4/22 Arctic Gull—UFruit	NY4/30
4/22 Box Hill—UFruit	Ho4/27 No4/29
4/24 Gronnebek—Graco	Ho4/29 No5/3
4/27 Johan—UFruit	NY5/5
5/2 Santa Malta—Graco	LA5/9 SF5/11 Po5/15 Se/Ta5/17
5/6 Leith Hill—UFruit	Ho5/11 No5/13
5/13 Box Hill—UFruit	Ho5/18 No5/20
5/20 Christiane—UFruit	Ho5/25 No5/27
5/27 Leith Hill—UFruit	Ho6/1 No6/3

HONDURAS

Pt. Cortes

4/12 Leith Hill—UFruit	Ho4/20 No4/22
4/14 Zephyr—UFruit	NY4/22
4/15 Alcyon—UFruit	NY4/28

4/16 Werner Vinnen—Graco	NY5/3
4/18 Nobistor—Graco	Ho4/22 No4/26
4/23 Johan—UFruit	NY5/5
4/24 Arctic Gull—UFruit	NY4/30
4/26 Christiane—UFruit	Ho5/4 No5/6
5/1 A Steamer—UFruit	NY5/7
5/3 Leith Hill—UFruit	Ho5/11 No5/13
5/10 Box Hill—UFruit	Ho5/18 No5/20
5/17 Christiane—UFruit	Ho5/25 No5/27
5/24 Leith Hill—UFruit	Ho6/1 No6/3

AFRICA

ANGOLA

Luanda

4/11 M/V Lusambo—B Afr	NY4/30
4/14 Vibeke Gulwa—GWA	No5/7 No5/12
4/15 Voyage #19A—B Afr	NY4/30
4/16 Voyage #19A—B Afr	NY5/1
4/23 S/S Tervaele—B Afr	NY5/14
4/28 African Dawn—Farrell	NY5/28
4/29 Voyage #62—B Afr	NY5/14
5/3 Del Alba—Delta	No5/25
5/7 Voyage #20A—B Afr	NY5/28
5/19 African Glen—Farrell	NY6/18
5/28 Jessie Gulwa—GWA	No6/29 No7 3
6/6 Del Aires—Delta	No6/29

Lobito

4/10 Voyage #19A—B Afr	NY4/30
4/18 Tervaele—B Afr	NY5/14
4/22 Voyage #62—B Afr	NY5/14
5/2 Voyage #20A—B Afr	NY5/28

BELGIAN CONGO

Matadi

4/10 African Pilot—Farrell	NY5/9
4/17 Voyage #62—B Afr	NY5/14
4/20 Estelle Maersk—Maersk	NY5/31 LA6/26 SF6/28
4/23 Voyage #20A—B Afr	NY5/28
4/30 Del Alba—Delta	No5/25
4/30 African Dawn—Farrell	NY5/28
5/21 African Glen—Farrell	NY6/18
6/3 Del Aires—Delta	No6/29

FRENCH CAMEROUNS

Douala

4/14 African Dawn—Farrell	NY5/28
5/2 Estelle Maersk—Maersk	NY5/31 LA6/26 SF6/28
5/4 African Glenn—Farrell	NY6/18

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ship sailings

GHANA

Takoradi

4/19 Vibeke Gulwa—GWA	No5/7 Ho5/12
5/9 Estelle Maersk—Maersk	NY5/31 LA6/26 SF6/28
5/18 Nopal Branco—GWA	No6/6 Ho6/9
6/9 Jessie Gulwa—GWA	No6/29 Ho7/3

IVORY COAST

Abidjan

4/13 M/V Kumba—Eld-Dem	NY5/2 Pa5/5
4/14 African Glade—Farrell	NY5/2
4/15 Ras Maersk—Maersk	NY5/1 LA5/27 SF5/29
4/16 Del Valle—Delta	No5/2
4/20 Vibeke Gulwa—GWA	No5/7 Ho5/12
4/21 African Pilot—Farrell	NY5/9
5/10 Del Alba—Delta	No5/25
5/11 African Dawn—Farrell	NY5/28
5/14 M/V Salaga—Eld-Dem	NY6/1 Pa6/5
5/15 Estelle Maersk—Maersk	NY5/31 LA6/26 SF6/28
5/20 Nopal Branco—GWA	No6/6 Ho6/9
5/24 M/V Degema—Eld-Dem	MI6/10 Pa6/19
6/1 African Glen—Farrell	NY5/28
6/5 Del Santos—Delta	No6/21
6/12 Jessie Gulwa—GWA	No6/29 Ho7/3
6/13 Del Aires—Delta	No6/29
6/15 Obuasi—Eld-Dem	NY7/2 Pa7/5
6/26 M/V Oti—Eld-Dem	MI7/15 Pa7/24

KENYA

Mombasa

4/16 S/S Brasil—Robin	NY5/10
4/16 S/S Robin Gray—Robin	Bo5/16 NY5/17
4/20 Charlotte Lykes—Lykes	No5/30 Ho6/4
4/29 Kaneshima Maru—Baron	Bo6/1 NY6/2 Pa6/6 Ba6/7 Ho6/19
	No6/21
4/30 S/S Lombok—JarPac	NY5/27 LA6/13 SF6/16 Pa6/20 Se6/23
	Va6/28
5/1 African Crescent—Farrell	Bo6/8 NY6/10
5/4 S/S Mormacwind—Robin	Bo6/3 NY6/4
5/12 Mishima Maru—Baron	Bo6/18 NY6/19 Pa6/22 Ba6/23 Ho7/5
	No7/8
5/15 African Moon—Farrell	Bo6/22 NY6/24
5/28 S/S Robin Hood—Robin	Bo7/1 NY7/2
5/29 S/S Sarangan—JarPac	NY6/26 LA7/13 SF7/16 Po7/20 Se7/23
	Va7/28
6/7 Kunishima Maru—Baron	Bo7/11 NY7/12 Pa7/15 Ba7/16
6/12 African Rainbow—Farrell	Bo7/20 NY7/22
6/26 African Patriot	Bo8/4 NY8/6

FRENCH SOMALILAND

Djibouti

4/8 Steel Executive—Isthmian	Bo4/26 NY4/28
4/28 Steel Surveyor—Isthmian	No5/17
4/24 Steel Rover—Isthmian	Bo5/13 NY5/14
5/7 S/S Lombok—Jar-Pac	NY5/27 LA6/13 SF6/16 Pa6/20 Se6/23
	Va6/28
5/8 Steel Voyager—Isthmian	Bo5/27 NY5/28
6/6 S/S Sarangan—Jar-Pac	NY6/26 LA7/13 SF7/16 Po7/20 Se7/23
	Va7/28

MALAGASY

Tamatave

5/13 S/S Robin Goodfellow—Robin	Bo6/13 NY6/14
6/24 S/S Mormacbay—Robin	Bo7/23 NY7/24

MOZAMBIQUE

Beira

4/27 African Crescent—Farrell	Bo6/8 NY6/10
5/5 Kaneshima Maru—Baron	Bo6/1 NY6/2 Pa6/6 Ba6/7 Ho6/19
	No6/21
5/11 African Moon—Farrell	Bo6/22 NY6/24
5/20 Mishima Maru—Baron	Bo6/18 NY6/19 Pa6/22 Ba6/23 Ho7/5
	No7/8
6/8 African Rainbow—Farrell	Bo7/20 NY7/22
6/15 Kunishima Maru—Baron	Bo7/11 NY7/12 Pa7/15 Ba7/16
6/22 African Patriot—Farrell	Bo8/4 NY8/6

NIGERIA

Lagos

4/28 Estelle Maersk—Maersk	NY5/31 LA6/26 SF6/28
5/8 M/V Salaga—Eld-Dem	NY6/1 Pa6/5
5/16 M/V Degema—Eld-Dem	MI6/10 Pa6/19
6/7 M/V Obuasi—Eld-Dem	NY7/2 Pa7/5
6/18 M/V Oti—Eld-Dem	MI7/15 Pa7/24

TANGANYIKA

Dar es Salaam

4/11 S/S Robin Gray—Robin	Bo5/16 NY5/18
4/13 African Lightning—Farrell	Bo5/13 NY5/15
4/21 S/S Lombok—Jar-Pac	NY5/27 LA6/13 SF6/16 Pa6/20 Se6/23
	Va6/28
4/23 Charlotte Lykes—Lykes	No5/30 Ho6/4
4/24 Kaneshima Maru—Baron	NY6/1
4/27 S/S Mormacwind—Robin	Bo6/3 NY6/4
4/27 Kaneshima Maru—Baron	Bo6/1 NY6/2 Pa6/6 Ba6/7 Ho6/19
	No6/21
5/3 Mishima Maru—Baron	NY6/9
5/9 African Crescent—Farrell	Bo6/8 NY6/10
5/9 Mishima Maru—Baron	Bo6/18 NY6/19 Pa6/22 Ba6/23 Ho7/5
	No7/8
5/20 S/S Sarangan—Jar-Pac	NY6/26 LA7/13 SF7/16 Po7/20 Se7/23
	Va7/28
5/23 African Moon—Farrell	Bo6/22 NY6/24
6/2 S/S Robin Hood—Robin	Bo7/1 NY7/2
6/5 Kunishima Maru—Baron	Bo7/11 NY7/12 Pa7/15 Ba7/16
6/20 African Rainbow—Farrell	Bo7/20 NY7/22

Tanga

4/11 African Lightning—Farrell	Bo5/13 NY5/15
4/24 S/S Lombok—Jar-Pac	NY5/27 LA6/13 SF6/16 Pa6/20 Se6/23
	Va6/28
5/7 African Crescent—Farrell	Bo6/8 NY6/10
5/21 African Moon—Farrell	Bo6/22 NY6/24
5/23 S/S Sarangan Jar-Pac	NY6/26 LA7/13 SF7/16 Po7/20 Se7/23
	Va7/28
6/18 African Rainbow—Farrell	Bo7/20 NY7/22

LIBERIA

Monrovia

4/18 Del Valle—Delta	No5/2
4/18 M/V Kumba—Eld-Dem	NY5/2 Pa5/5
5/12 Del Viento—Delta	No5/26
5/18 M/V Salaga—Eld-Dem	NY6/1 Pa6/5
6/15 Del Aires—Delta	No6/29

ASIA

CEYLON

Colombo

4/15 Jalavishvajyoti—Scindia	Bo5/10 NY5/11 N05/23
4/15 Steel Surveyor—Isthmian	N05/17
4/15 Steel Rover—Isthmian	Bo5/13 NY5/14
4/16 City of Worcester—Eli-Buck	Bo5/14 NY5/16 Pa5/19 N15/22 N15/24 Ba5/25
4/17 City of Bedford—Eli-Buck	M15/15
4/17 M/S Hoegh Cliff—Jav-Pac	LA6/4 SF6/10 Po6/17 Se6/20 Va6/23
4/24 Leise Maersk—Maersk	Ha5/23 NY5/26 M16/9
4/25 President Jackson—Am-Pres	NY5/30 Bo6/4 Pa6/6 Ba6/7 HR6/8
4/28 Exemplar—Am-Exp	Bo5/31 NY6/2 Pa6/5 Ba6/15 HR6/7 Sa6/10 Chsn6/11
4/29 Steel Voyager—Isthmian	Bo5/27 NY5/28
5/1 President Garfield—Am-Pres	NY6/8 Bo6/14 Pa6/16 Ba6/17 HR6/19
5/6 Lica Maersk—Maersk	Ha6/1 NY6/4 M16/19
5/15 Jalakirti—Scindia	Bo6/10 NY6/11 N06/23
5/17 President Adams—Am-Pres	NY6/23 Bo6/28 Pa6/30 Bo7/1 HR7/3
5/25 Laura Maersk—Maersk	Ha6/20 NY6/23 M17/6
6/6 Anna Maersk—Maersk	Ha7/2 NY7/5 M17/19
6/25 Hulda Maersk—Maersk	Ha7/21 NY7/24 M18/6

SINGAPORE

4/14 Pres. Jackson—Am-Pres	NY5/30 Bo6/4 Pa6/6 Ba6/7 HR6/8
----------------------------	--------------------------------

4/17 Ferndale—Barb-Frn	NY5/30 Bo6/1 Ba6/4 G16/14
4/18 Wonorato—Jav-Pac	LA5/11 SF5/17 Po5/24 Se5/30 Va6/5
4/19 Pres. Johnson—Am-Pres	NY5/30 Pa6/3 Ba6/4 Bo6/6 HR6/11
4/21 Lica Maersk—Maersk	NY6/4
4/24 Pres. Garfield—Am-Pres	NY6/8 Bo6/14 Pa6/16 Ba6/17 HR6/19
5/2 Francisville—Barb-Frn	NY6/15 Bo6/17 Ba6/20
5/3 Pres. Taft—Am-Pres	NY6/11 Pa6/16 Ba6/17 Bo6/20 HR6/25
5/3 Hoegh Cliff—Jav-Pac	LA6/4 SF6/10 Po6/17 Se6/20 Va6/23
5/6 Pres. Adams—Am-Pres	NY6/23 Bo6/28 Pa6/30 Ba7/1 HR7/3
5/10 Mandeville—Barb-Frn	G16/12
5/12 Laura Maersk—Maersk	NY6/23
5/16 Pres. Grant—Am-Pres	NY6/26 Pa7/1 Ba7/2 Bo7/5 HR7/10
5/17 Fernhill—Barb-Frn	NY6/29 Bo7/1 Ba7/4 G17/14
5/18 Hoegh Cape—Jav-Pac	LA6/9 SF6/18 Po6/24 Se7/1 Va7/5
6/2 Glenville—Barb-Frn	NY7/16 Bo7/18 Ba7/21 G18/1
6/17 Fernbrook—Barb-Frn	NY7/30 Bo8/1 Ba8/4 G18/14

Trincomalee

4/14 Jalavishvajyoti—Scindia	Bo5/10 NY5/11 N05/23
4/15 City of Bedford—Eli-Buck	M15/15
5/14 Jalakirti—Scindia	Bo6/10 NY6/11 N06/23

HONG KONG

4/11 Pres. Hoover—Am-Pres	SF4/28
4/14 Yamakimi Maru—Yamashita	NY5/18 Pa5/23 Ba5/24 N15/26
4/17 Pioneer Ming—U.S. Line	NY5/24 Ba5/28 N15/30 Pa6/1
4/18 Nicoline Maersk—Maersk	LA5/12 NY5/28
4/18 M/S Colorado Maru—K Line	SF5/12 NY5/25
4/21 Pres. Cleveland—Am-Pres	SF5/9
4/25 M/S Bolivia Maru—K Line	SF5/12 LA5/14 NY5/31 M16/10
4/27 Pioneer Muse—U.S. Line	NY6/1 Ba6/5 N16/7 Pa6/9 Bo6/12
4/28 Pres. Johnson—Am-Pres	LA5/14 NY5/30 Pa6/3 Ba6/4 Bo6/6 HR6/11
5/3 Susan Maersk—Maersk	SF5/25 NY6/11
5/5 Japan Bear—Pac-Far	SF5/22 LA5/27
5/8 Pioneer Mart—U.S. Line	NY6/12 Ba6/16 N16/18 Pa6/20
5/14 Yamataka Maru—Yamashita	NY6/17 Pa6/22 Ba6/23 N16/26
5/14 Pioneer Mill—U.S. Line	NY6/16 Ba6/20 N16/22 Pa6/24 Bo6/27
5/16 Pres. Wilson—Am-Pres	SF6/3 LA6/8
5/17 Hong Kong Bear—Pac-Far	SF6/3 LA6/8



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New York 6, N. Y.



ship sailings

5/18 Maren Maersk—Maersk
5/25 Pres. Grant—Am-Pres
LA6/12 NY6/27
SF6/10 NY6/26 Pa7/1 Ba7/2 Bo7/5
HR7/10
5/26 Pres. Hoover—Am-Pres
6/3 Rita Maersk—Maersk
6/4 Korean Beat—Pac-Far
6/18 Effie Maersk—Maersk
SF6/12
SF6/25 NY7/12
SF6/21 LA6/26
LA7/12 NY7/27

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CONTINUOUS
DEPENDABLE
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THE COFFEE
TRADE**



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COFFEE AND TEA INDUSTRIES
106 Water Street, New York 5, N. Y.

INDIA

Calcutta

4/10 Steel Surveyor—Isthmian
4/21 Exemplar—Am-Exp
5/8 M/V Hoegh Cape
5/9 Exchange—Am-Exp
5/9 Jalakirti—Scindia
N05/17
Bo5/31 NY6/2 Pa6/5 HR6/7 Sa6/10
Chsn6/11 Wi6/12 Ba6/15
LA6/9 SF6/18 Po6/24 Se7/1 Va7/5
Bo6/13 NY6/15 Pa6/18 HR6/20 Sa6/23
Chsn6/24 Wi6/25 Ba6/28
Bo6/10 NY6/11 N06/23

Cochin

4/12 Hoegh Cliff—Jav-Pac
4/17 Steel Rover—Isthmian
4/18 Exhibitor—Am-Exp
4/18 Jalavishvajyoti—Scindia
4/20 City of Bedford—Ell-Buck
4/26 Leise Maersk—Maersk
4/27 Pres. Jackson—Am-Pres
4/29 Steel Voyager—Isthmian
5/2 Exemplar—Am-Exp
5/3 Pres. Garfield—Am-Pres
5/9 Lica Maersk—Maersk
5/18 Exchange—Am-Exp
5/18 Jalakirti—Scindia
5/19 Pres. Adams—Am-Pres
LA6/4 SF6/10 Po6/17 Se6/20 Va6/23
Bo5/13 NY5/14
Bo5/14 NY5/16 Pa5/19 HR5/21 Sa5/24
Chsn5/25 Wi5/26 Ba5/29
Bo5/10 NY5/11 No5/23
M15/15
NY5/26
NY5/30 Bo6/4 Pa6/6 Ba6/7 HR6/8
Bo5/27 NY5/28
Bo5/31 NY6/2 Pa6/5 HR6/7 Sa6/10
Chsn6/11 Wi6/12 Ba6/15
NY6/8 Bo6/14 aP6/16 Ba6/17 HR6/19
NY6/4
Bo6/13 NY6/15 Pa6/18 HR6/20 Sa6/23
Chsn6/24 Wi6/25 Ba6/28
Bo6/10 NY6/11 No6/23
NY6/23 Bo6/28 Pa6/30 Ba7/1 HR7/3

INDONESIA

Djakarta

4/12 Lica Maersk—Maersk
4/14 Steel Voyager—Isthmian
4/15 Mandeville—Barb-Frn
4/18 Almeria Lykes—Lykes
4/19 Francisville—Barb-Frn
5/2 Laura Maersk—Maersk
5/3 Fernhill—Barb-Frn
5/12 Anna Maersk—Maersk
5/17 Glenville—Barb-Frn
5/18 Velma Lykes—Lykes
5/30 Velma Lykes—Lykes
6/2 Hulda Maersk—Maersk
6/17 Fernside—Barb-Frn
6/18 Jesse Lykes—Lykes
6/30 Fernbay—Barb-Frn
Ha6/1 NY6/4 M16/19
Bo5/27 NY5/28
G16/12
No6/8 No6/14
NY6/15 Bo6/17 Ba6/20
NY6/23
NY6/29 Bo7/1 Ba7/4 G17/14
NY7/5
NY7/16 Bo7/18 Ba7/21 G18/1
N07/8 No7/14
NY7/30 Bo8/1 Ba8/4 G18/14
Ha7/21 NY7/24 M18/6
NY8/15 Bo8/17 Ba8/20 G18/31
N08/8 No8/14
NY8/29 Bo8/31 Ba9/3 G19/13

JAPAN

Kobe

4/10 Pioneer Mair—U.S. Line
4/11 Sally Maersk—Maersk
4/15 Pres. Hoover—Am-Pres
4/18 Pioneer Minx—U.S. Lines
4/22 Yamakimi Maru—Yamashita
4/24 Pres. Van Buren—Am-Pres
4/25 Pres. Cleveland—Am-Pres
4/26 Nicoline Maersk—Maersk
4/27 Colorado Maru—K Line
4/29 Pres. Buchanan—Am-Pres
4/30 Pioneer Ming—U.S. Line
5/7 Pioneer Muse—U.S. Line
5/11 Susan Maersk—Maersk
5/15 Pres. Taylor—Am-Pres
5/20 Pres. Wilson—Am-Pres
5/21 Pioneer Mart—U.S. Line
5/23 Yamataka Maru—Yamashita
NY5/5 Ba5/9 N15/11 Pa5/13
SF4/25 NY5/13
SF4/28
NY5/13 Ba5/17 N15/19 Pa5/21 Ba5/24
NY5/18 Pa5/23 Ba5/24 N15/26
LA5/10 SD5/15 SF5/18
SF5/9
LA5/12 NY5/28
SF5/12 NY5/25
SF5/12 LA5/15 SD5/20
NY5/24 Ba5/28 N15/30 Pa6/1
NY6/1 Ba6/5 N16/7 Pa6/9 Bo6/12
SF5/25 NY6/11
SF5/29 LA6/1 SD6/7
SF6/3 LA6/8
NY6/12 Ba6/16 N16/18 Pa6/20
NY6/17 Pa6/22 Ba6/23 N16/26

5/23 Pioneer Mill—U.S. Line
5/26 Maren Maersk—Maersk
5/28 Pres. Fillmore—Am-Pres
5/30 Pres. Hoover—Am-Pres
6/11 Rita Maersk—Maersk
6/26 Effie Maersk—Maersk

Nagoya

4/11 Pioneer Main—U.S. Line
4/12 Sally Maersk—Maersk
4/19 Pioneer Minx—U.S. Line
4/23 Yamakimi Maru—Yamashita
4/25 Pres. Van Buren—Am-Pres
4/27 Nicoline Maersk—Maersk
4/28 Colorado Maru—K Line
4/30 Pres. Buchanan—Am-Pres
5/1 Pioneer Ming—U.S. Line
5/11 Pioneer Muse—U.S. Line
5/12 Susan Maersk—Maersk
5/16 Pres. Taylor—Am-Pres
5/22 Pioneer Mart—U.S. Line
5/23 Yamataka Maru—Yamashita
5/24 Pioneer Mill—U.S. Line
5/27 Maren Maersk—Maersk
5/29 Pres. Fillmore—Am-Pres
6/12 Rita Maersk—Maersk
6/27 Effie Maersk—Maersk

Shimizu

4/12 Pioneer Main—U.S. Line
4/13 Sally Maersk—Maersk
4/20 Pioneer Minx—U.S. Line
4/24 Yamakimi Maru—Yamashita
4/26 Pres. Van Buren—Am-Pres
4/28 Nicoline Maersk—Maersk
4/29 Colorado Maru—K Line
5/1 Pres. Buchanan—Am-Pres
5/2 Pioneer Ming—U.S. Line
5/12 Pioneer Muse—U.S. Line
5/13 Susan Maersk—Maersk
5/17 Pres. Taylor—Am-Pres
5/23 Pioneer Mart—U.S. Line
5/24 Yamataka Maru—Yamashita
5/25 Pioneer Mill—U.S. Line
5/28 Maren Maersk—Maersk
6/13 Rita Maersk—Maersk
6/28 Effie Maersk—Maersk

Yokohama

4/14 Pioneer Main—U.S. Line
4/15 Sally Maersk—Maersk
4/17 Pres. Hoover—Am-Pres
4/21 Pioneer Minx—U.S. Line
4/26 Yamakimi Maru—Yamashita
4/27 Pres. Cleveland—Am-Pres
4/28 Pres. Van Buren—Am-Pres
4/30 Nicoline Maersk—Maersk
5/2 Colorado Maru—K Line
5/3 Pres. Buchanan—Am-Pres
5/3 Pioneer Ming—U.S. Line
5/13 Pioneer Muse—U.S. Line
5/15 Susan Maersk—Maersk
5/19 Pres. Taylor—Am-Pres
5/22 Pres. Wilson—Am-Pres
5/24 Pioneer Mart—U.S. Line
5/26 Pioneer Mill—U.S. Line
5/26 Yamataka Maru—Yamashita
5/31 Pres. Fillmore—Am-Pres
5/31 Maren Maersk—Maersk
6/1 Pres. Hoover—Am-Pres
6/15 Rita Maersk—Maersk
6/30 Effie Maersk—Maersk

PAKISTAN

Karachi

4/14 Pres. Polk—Am-Pres
5/4 Pres. Jackson—Am-Pres
5/11 Pres. Garfield—Am-Pres
5/27 Pres. Garfield—Am-Pres
6/9 Pres. Monroe—Am-Pres
6/26 Pres. Hayes—Am-Pres

NY6/16 Ba6/20 N16/22 Pa6/24 Bo6/27
LA6/12 NY6/27
SF6/12 LA6/15 SD6/21
SF6/12
SF6/27 NY7/12
LA7/12 NY7/27

NY5/5 Ba5/9 N15/11 Pa5/13
SF4/25 NY5/13
NY5/13 Ba5/17 N15/19 Pa5/21 Bo5/24
NY5/18 Pa5/23 Ba5/24 N15/26
LA5/10 SD5/15 SF5/18
LA5/12 NY5/28
SF5/12 NY5/25
SR5/12 LA5/15 SD5/20
NY5/24 Ba5/28 N15/30 Pa6/1
NY6/1 Ba6/5 N16/7 Pa6/9 Bo6/12
SF5/25 NY6/11
SF5/29 LA6/1 SD6/7
NY6/12 Ba6/16 N16/18 Pa6/20
NY6/17 Pa6/22 Ba6/23 N16/26
NY6/16 Ba6/20 N16/22 Pa6/24 Bo6/27
LA6/12 NY6/27
SF6/12 LA6/15 SD6/21
SF6/25 NY7/12
LA7/12 NY7/27

NY5/5 Ba5/9 N15/11 Pa5/13
SF4/25 NY5/13
NY5/13 Ba5/17 N15/19 Pa5/21 Bo5/24
NY5/18 Pa5/23 Ba5/24 N15/26
LA5/10 SD5/15 SF5/18
LA5/12 NY5/28
SF5/12 NY5/25
SF5/12 LA5/15 SD5/20
NY5/24 Ba5/28 N15/30 Pa6/1
NY6/1 Ba6/5 N16/7 Pa6/9 Bo6/12
SF5/25 NY6/11
SF5/29 LA6/1 SD6/7
NY6/12 Ba6/16 N16/18 Pa6/20
NY6/17 Pa6/22 Ba6/23 N16/26
NY6/16 Ba6/20 N16/22 Pa6/24 Bo6/27
LA6/12 NY6/27
SF6/25 NY7/12
LA7/12 NY7/27

NY5/5 Ba5/9 N15/11 Pa5/13
SF4/25 NY5/13
SF4/28
NY5/13 Ba5/17 N15/19 Pa5/21 Bo5/24
NY5/18 Pa5/23 Ba5/24 N15/26
SF5/9
LA5/10 SD5/15 SF5/18
LA6/12 NY6/28
SF5/12 NY5/25
SF5/12 LA5/15 SD5/20
NY5/24 Ba5/28 N15/30 Pa6/1
NY6/3 Ba6/7 N16/9 Pa6/11 Bo6/14
SF5/25 NY6/11
SF5/29 LA6/1 SD6/7
SF6/3 LA6/8
NY6/15 Ba6/19 N16/21 Pa6/23
NY6/16 Ba6/20 N16/22 Pa6/24 Bo6/27
NY6/17 Pa6/22 Ba6/23 N16/26
SF6/12 LA6/15 SD6/21
LA6/12 NY6/27
SF6/12
SF6/25 NY7/12
LA7/12 NY7/27

NY5/15 Bo5/19 Pa5/22 HR5/23 SF6/11
NY5/30 Bo6/4 Pa6/6 Ba6/7 HR6/8
LA6/22 SF6/25
NY6/8 Bo6/14 Pa6/16 Ba6/17 HR6/19
LA7/4 SF7/7
NY6/23 Bo6/28 Pa6/30 Ba7/1 HR7/3
LA7/18 SF7/21
NY7/10 Bo7/14 Pa7/17 HR7/18 SF8/6
NY7/23 Bo7/27 Pa7/29 Ba7/30 HR7/31
LA8/15 SF8/18

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Regional Trade Notes

New York Notes

■ ■ Members of the headquarters staff of The Coffee Brewing Institute found their services in demand during the month of April. Dr. Ernest E. Lockhart, CBI's scientific director was in attendance at King Coffee Company's fourth annual Vending Machine Show held in Detroit, April 18th and 19th. Lockhart attended in a consulting capacity to answer questions on coffee brewing and beverage quality. Lockhart also attended the Quartermaster Food and Container Institute meeting held in Richmond, April 4-6. CBI has also released the names of recent participants in the brewing workshop held in the New York headquarters. These include: U & J Lenson Corp., New York; Bacon and Stickney Co., Albany, N. Y.; H. L. McKinnon & Co., Winnipeg; Dannemiller Coffee Co., Rochester, N. Y.; Piper Coffee Co., St. Louis, Mo.; Thomas Coffee Co., York, Pa.; Albert Ehlers, Inc., Brooklyn, N. Y.; Dixie Club Coffee Co., Birmingham, Ala.

■ ■ George V. Robbins was re-elected president of the American Brazilian Association at a meeting of its board of directors on March 15. George Gordon Paton becomes a director, and James M. Clark, retains the post of treasurer. Robbins, director of green coffee operations of the General Food Corporation, was also elected to a directorship of the Grace National Bank of New York during the month.

■ ■ Chock-Full O'Nuts has announced introduction of its new instant product into New England markets. Included in the new distribution are Boston, Providence, Bangor and Portland, Maine.

■ ■ During late March, Philadelphians sponsored a "Coffee Day for the Crippled." For one week restaurants in "the city of brotherly love" sold coffee buttons for one dollar, and on the last day of the drive "Coffee Day" was proclaimed, with participating restaurants serving free coffee to those

displaying the buttons. Proceeds from the drive went to help handicapped children and adults.

■ ■ The Junior Board of Directors of the Tea Association of the U.S.A. held its annual Soiree at the Sun Luck Restaurant in New York City on St. Patrick's Day. The menu featured a variety of Chinese cuisine. The members closed the affair by seeing "Bye Bye, Birdie," the Broadway musical stage hit.

W. Gardner Barker, President of Thomas J. Lipton, Inc., and of the Tea Association, and Mrs. Barker, and Mr. & Mrs. Ewart of Shaw, Wallace & Hedges, Ltd., Colombo, were guests-of-honor at the affair.

Frank Cho of Formost Tea Company and Robert Cruickshank of States Marine-Isthmian Agency were in charge of dinner and theater arrangements.

At the business meeting which preceded the dinner, David Sinclair of Antony Gibbs & Company, Inc., announced his intention of resigning from the Junior Board in conjunction with his departure from the tea industry in May.

■ ■ Printer's Ink, Bible of the advertising and printing trades took time

Obituaries

■ ■ Benjamin E. Herrmann, sales manager for S. A. Schonbrun & Co., Inc., died in late March at the age of sixty-seven. Mr. Herrmann had been with the company for a period of thirty seven years, having joined Schonbrun in July of 1924. He is survived by a wife, two sons, and five grandchildren.

■ ■ Oliver T. Pulsifer, in Boston, on March 12. Mr. Pulsifer was executive vice president of Araban Coffee Co., in that city, at the time of his death.

■ ■ George Fuller, died in Kenosha, Wisc., on March 19, at the age of 62. Fuller had been associated with the P. C. Monday Tea Co., of Milwaukee in an executive capacity.

out during March to comment favorably on the current advertising campaign of the Tea Council. Said commentator Hal Stebbins, "After feeling the public pulse, and without therapeutic claims, the Tea Council has emerged with a campaign that is a dilly." In assessing the factors which make this campaign something new and different, Stebbins puts his finger on its appeal by pointing out that there are "few who can resist the lift you get in this brief, blithe copy" aimed at promoting tea, and its increased consumption.

■ ■ Spice Islands Co., of San Francisco, have announced that they have taken a long term lease on a building in Elizabeth, N. J. The company plans on using the plant as eastern divisional sales offices, and distribution headquarters for the eastern seaboard.

■ ■ The appointment of Kenneth Burgess as field research director for the Coffee Brewing Institute has been announced by E. G. Laughery, president. At the same time, Joseph J. Ransom was named eastern field research representative. Burgess, who has been associated with the Institute for the past three years, as eastern field sales representative, and more recently as director of CBI's Coffee Workshop, succeeds John J. Jurgens.

■ ■ Both net sales and net profit of Thomas J. Lipton, Inc., advanced to new highs for the year ended December 31, 1960. Sales of the concern amounted to \$119,583,000, a gain of \$7,011,000 over the previous year. W. Gardner Barker, president, pointed out that all Lipton's "main product lines, namely tea, instant tea, soup mixes and salad dressings improved in volume over 1959."

■ ■ James G. Schmidt has been named president of Dammann & Co., Inc., New York importers of vanilla beans. Allan Gerdau becomes vice president, and William Farnan, secretary-treasurer.

■ ■ General Foods and The Borden Company have announced the estab-



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SAMUEL B. WADE, OWNER-MANAGER

BROCHURE ON REQUEST

Maxwell House took time out during late March to wish members of the Jewish faith the best during their holiday season. The Joyous Passover greeting, which appeared in New York Papers, is a traditional advertising approach of the division of General Foods at this season.



Joyous Passover
FROM
MAXWELL HOUSE

ROSH HODSHAN FOR PASSOVER

ROSH HODSHAN... the first of the Jewish New Year... is celebrated by the Jewish people in all parts of the world. It is a time of joy and celebration, and is marked by the eating of the first fruits of the land. Maxwell House is proud to be a part of this celebration.

IT'S A MEKHAVER ALL THE WAY DOWN!

The Original Passover Coffee

MAXWELL HOUSE

lishment of fellowships at Columbia University's Institute of Nutrition Sciences. Borden will underwrite the program for three fellowships at the school, General Foods Corporation for one. Each of the fellowships is valued at \$6,000.

■ ■ Mr. Joseph R. Winter, Representative of Messrs. Balmer Lawrie & Co., Ltd., Calcutta, arrived in New York on May 1st on the S/S Flandre. While here he used the office of Messrs. George C. Cholwell & Co., Inc., Agents for Balmer Lawrie as his headquarters. Mr. Winter will visit the West Coast and Canada, leaving Montreal by air about May 31st.

■ ■ Warren Sheppard of New Orleans and Arla Paulson from Leopoldville in the Belgian Congo have been assigned to the New York offices of Delta Lines as representatives. The men had previously represented the company in the aforementioned areas and are thoroughly experienced in the coffee trade.

■ ■ Mr. A. N. Baldwin, representative of Alexander Lawrie & Co., Ltd., London arrives in New York, Tuesday, May 9th on the "Queen Elizabeth." He will make his headquarters while in New York at the offices of Lawrie's New York representative, George C. Cholwell & Co., Inc., and will visit Canada prior to his tour of the states, departing from New York May 27th on the "Mauretania."

■ ■ National Coffee Association president John F. McKiernan was a visitor to Brazil during April. McKiernan's good will trip preceded his departure for

the PCCA festivities at Pebble Beach, California, where he was a featured speaker. Following the convention he departs for Mexico and other Central American producing areas on a similar tour in the interests of coffee.

■ ■ John Soares was a visitor to Portugal during late April. Soares' one-week trip to that area was made for the purpose of determining the future outlook for Angolan coffees.

■ ■ Farrell Lines' "African Moon" left New York in late April with a stop planned at the new port of Tema in Ghana. The sailing to the new port compliments the line's service to other major ports of Ghana, Takoradi, and Accra.

■ ■ Chock Full O'Nuts has filed a preliminary proxy statement with the Securities and Exchange Commission for the issuance of \$7,500,000 convertible debentures. The funds are slated to be used to finance its current six-point expansion program which includes the marketing of Chock's regular and instant coffees in new market areas.

■ ■ The Institutional Products division of General Foods has announced national introduction of a specially prepared premium blend of Yuban coffee for vending use.

■ ■ The Best Spice Company has announced its incorporation. The company is located at 50 Court Street, in Brooklyn, New York.

■ ■ Grace Lines has laid the keels for

three cargo-passenger vessels at Bethlehem Steel Co.'s Sparrow Point yards. The ships will be used in the company's run to Colombia, Ecuador and Panama.

Chicago Doings

■ ■ First quarter results here find the green coffee market steady to even with year ago figures.

In this relatively slack period in the import market, green coffee interests here are waiting with bated breath for two possible events which might change the shape of the nation's coffee situation.

One is the tack which the new Brazilian president will take toward his nation's chief money producing industry—coffee.

Closely allied with the Brazilian government's future coffee actions is the new crop of coffee which will come to harvest early this summer in the world's number one coffee producing nation.

Some importers here fear what will happen when Brazil's 1961 crop is placed on the market.

Coupled with this, some importers feel there has been too much talk about "recession."

The state of the economy, they believe, is better than the gloomy picture painted in some quarters.

The belief that there is a depressed economic condition has had an adverse effect. It does not stimulate business to think in terms of long range buying, but convinces buyers instead that spot purchases are the safest investments, these sources believe.

■ ■ There's another area of depression among coffee interests here—this one mental rather than economic.

The recent coffee smuggling scandals involving imports into the New York City market are still fresh in the minds of the coffee industry.

No Chicago companies were involved in the deals which reportedly were built around forged documents of clearance to import the coffee into this country.

■ ■ James McManus was named vice president, manufacturing of Continental Coffee Company.

He joined Continental in 1948 as Chicago plant superintendent. The following year he became general superintendent in charge of all Continental plants.

The company has plants in Brooklyn; Toledo; Seattle; Denver; Los Angeles and Chicago.

Before joining the large institutional coffee company, Mr. McManus was export office manager for Abbott Laboratories International, here.

The previous 15 years, he had held positions with the mail order companies of Sears Roebuck & Co., Montgomery Ward & Co. and Spiegel's.

■ ■ Interstate Vending Company has broadened its marketing scope to reach into Europe.

Regional Trade Notes

The Chicago firm has joined with Associated Automation Ltd. in forming a new vending firm to operate fresh tea vending machines in British industrial firms.

Associated is a wholly-owned subsidiary of international electronics manufacturer Elliott Automation Limited.

The new British vending firm will be known as Interstate Vending Ltd.

Under the licensing agreement, 100 machines will go into immediate operation. Half of them will be produced in the United States; the other half will be made in Britain.

The machines can vend 640 cups at one filling, dispensing a cup for threepence. Purchasers get their tea with lemon, milk and sugar.

The new company will be incorporated at an initial capital of 120,000 pounds sterling or nearly \$360,000.

Frasings, Ltd., a London investment firm, participated in the joint market development venture.

■ ■ Continental Coffee Company has installed two Rudd Melikan coffee taping machines in its Chicago plant. The units package individual cup portions of coffee for use in Rudd Melikan fresh brew vending machines which dispense one cup of brew at a time.

Continental offers two size tapes, 7 grams or 7.5 grams in the individual "pod." There are quantities of 300 and 500 pods per tape.

The company will install a third coffee taping machine in its Los Angeles plant early this fall.

■ ■ Institutional roasters indicate that business is pretty much the same as it was 30 days ago—collections slow, old account ordering down, new accounts being sought and gained.

Sales are about a year ago levels due to the extra efforts to attract new business.

■ ■ Some supermarket chains here are swinging into multiple brand coffee merchandising, all on one pound coffee sizes.

Jewel Tea Co. last month highlighted lower prices on 10 ground coffee brands,

including three of the chain's private label coffees.

This month, National Tea Co. and A&P have taken a different promotional tack to push multiple brands.

Each chain is plugging a number of coffees in one pound tins at the same price.

In addition, they are featuring other coffees at different prices.

In the three cases, Jewel, National Tea and A&P chose to put their efforts behind one pound sizes.

Previously, chain and independent supermarkets here had been footbalting promotional prices on two pound sizes, with some promotional specials dipping as low as 98 cents for a two pounder.

National Tea currently is offering one pounders of five national brands at 69 cents per tin.

Labels include Hills Bros.; Maxwell House; Manor House; Folger's, and Chase & Sanborn.

The chain is also promoting Stewarts private blend coffee at 83 cents in the one pound can and its own Natco private label coffee at 65 cents for a one pounder.

As part of its newspaper couponing promotion, National also is offering a 10 cent off coupon toward the purchase of a five ounce jar of Northwoods instant coffee.

Price with the coupon is 88 cents for the coffee. The deal is limited to one transaction per customer.

A&P is offering five brand coffees, including its own A&P brand coffee, at 69 cents per one pound tin.

Other featured brands include Hills Bros.; Maxwell House; Folger's and Manor House.

The large supermarket chain is also promoting five other national brand coffees at varying prices.

Only one, Chase & Sanborn coffee, is being merchandised in the one pound tin. Retail price of the unit is 65 cents.

The remainder of the additional feature coffees are being sold in two pound units in A&P supermarkets.

Brands and prices include: Hills Bros., \$1.19; Maxwell House, with a 15 cent off label, \$1.29; Manor House, with a 15 cent off label, \$1.29, and Folger's, \$1.29.

Jewel Tea shifted its coffee promotion

techniques away from its month ago strategy.

As a special, the chain is offering a two pound can of Chase & Sanborn coffee for \$1.15. This includes a 15 cent off label.

Chain promotional material lists the coffee as a regular \$1.20 price item.

Jewel scattered other coffee offerings throughout its advertising spread in consumer newspapers.

On its "King Size Sale" two page layout, it featured its own label Bluebrook instant coffee in the nine ounce jar for 89 cents.

It also highlighted the 100 unit box of Royal Jewel tea bags, a private label tea, for 89 cents.

Other supermarket operators here prefer to concentrate on two pound coffee sizes, ranging in price from \$1.09 to \$1.25.

■ ■ Consolidated Foods Corp. had acquired the 38 unit Eagle Food Centers supermarket chain for an estimated \$16 million. Eagle has its stores spotted in Illinois and Iowa.

The acquisition will push Consolidated's annual retail volume to over \$200 million.

Consolidated also does food processing and distributing. It is headquartered in Chicago.

■ ■ Kraft Foods is adding a hickory smoke barbecue sauce to its barbecue sauce line.

In addition, the Chicago headquartered company is kicking off a campaign on its sauces built around ads in three magazines featuring a premium offer of a West Bend electric bean pot.

The ads will run in Look, Woman's Day and Family Circle magazines.

The electric bean pot, a \$7.50 value, will be offered for \$3.95 plus a label from any can of baked beans and the neckband from a bottle of sauce.

■ ■ National Tea Co. has a new president. Norman A. Stepelton, who moves into the company's first chair April 1.

Mr. Stepelton takes over leadership of the country's fifth largest food chain from Harley V. McNamara, who was National Tea president for 14 years.

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BRAZILS • COLOMBIANS • CENTRAL AMERICANS

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San Francisco Notes

■ ■ Spice Islands Co., South San Francisco, has announced the winner of its recent Tea Bag Display Contest which attracted entrants from the four corners of the United States. Mr. & Mrs. Stevens of the Lakewood Country Store, Tacoma, Washington are the winners and lucky recipients of a statue from Tibet carved and lacquered about 1350 A.D. The presentation was made by George Hedden and Robert Campbell, Spice Islands representatives. The Tea Bag Display Contest was exclusively for the fancy food field and coincided with the introduction of Spice Islands six varieties of gourmet blends.

■ ■ Wayne Dellinger, Schilling general sales manager, recently announced the appointment of Bob Butler to Merchandising Manager of the Los Angeles Division. Butler, well known in the food industry for the past 23 years, until recently was marketing manager for Scudder Foods, Inc. He is an active member of the LASMC and is on the board of directors of the Illuminators.

■ ■ H. Stephen Chase, executive vice president of the Wells Fargo Bank American Trust Company, has been named chairman of the Traffic and Transportation Committee of the Downtown Association of San Francisco.

■ ■ Appointment of Hale B. Seely as sales manager for the Oregon Division of S & W Fine Foods, Inc. has been announced by Edwin L. Noble, general sales manager of the division. Seely, who will work out of S & W's Portland office, was formerly supervisor of S & W's Rocky Mountain sales force with headquarters in Salt Lake City. An ex-Marine, Seely has been with the grocery firm since 1949.

■ ■ Manning's Inc. has named Leo Dardarian as food research and development director; Dale Heinen as assistant to the manager of operations; and John Pelton as industrial relations manager.

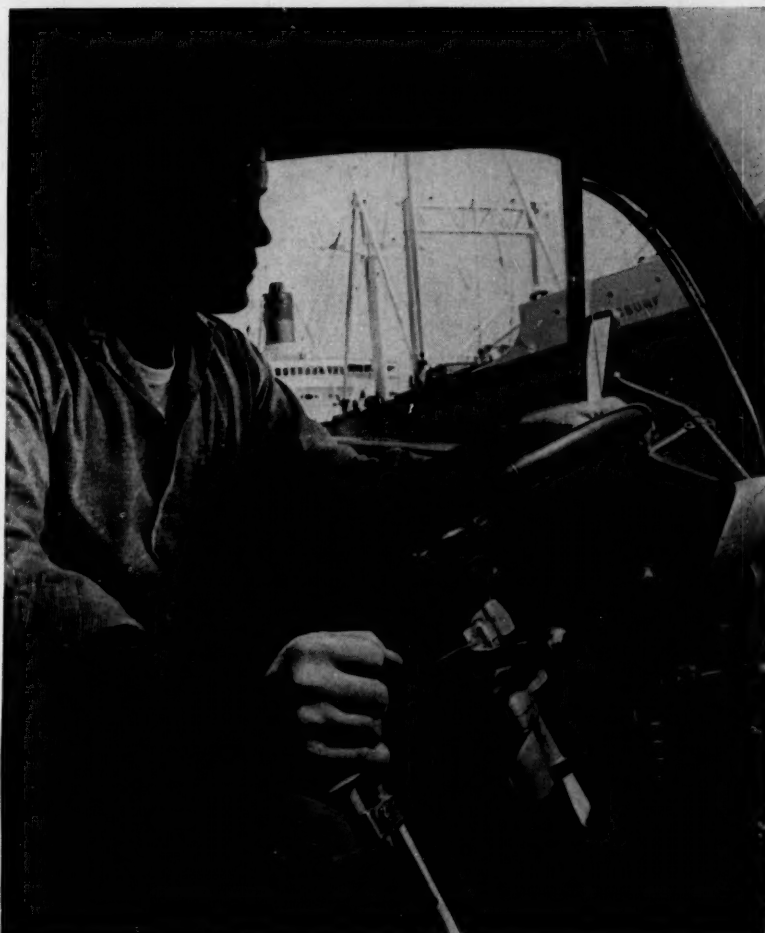
■ ■ Jack Schimelpfenig, Anderson Clayton Brazil, spent a hurried three days in San Francisco looking in on his wife who was a San Francisco hospital patient.

■ ■ Ed Wilson of El Salvador was a business visitor in San Francisco during mid-March. While in the city he made his headquarters with the E. A. Johnson firm.

■ ■ Mr. James Montgomery, president of Leon Israel, Brazil, spent two days visiting his mother in San Jose, California during the month. Time did not permit Jim to call on his business friends in San Francisco.

■ ■ Mr. D. A. Heuff, manager of Guntzel and Schumacher Ltd., Nairobi, Kenya, was a recent visitor to the California Street coffee row. While in the city by the Golden Gate he made his headquarters with Haas Bros.

APRIL, 1961



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San Francisco Port Authority, Ferry Building, San Francisco 6

Regional Trade Notes

■ ■ The Western States Tea Association had a fine turnout at their March luncheon meeting at Gino's. Honored guest was Mr. Mort Adams of the Tea Council of the U.S.A., New York. Featured speaker was Mr. Edward Bransten, MJB, whose subject concerned the National Tea Examining Board.

■ ■ Fred Von Shaven of Spice Islands plans to attend the world convention of Food Processors in Amsterdam, Holland on May 2-9th. Approximately 120 food specialists will board KLM's jet service late in April to make the trip.

■ ■ Edward Bransten, chairman of the PCCA's steamship committee, spoke before the House antitrust sub-committee in Washington during March. Mr. Bransten's report covered the Association's stand on the dual rate systems of ocean shipping conferences. His report contends that dual rate systems of ocean shipping conferences should be outlawed because they leave shippers at the mercy of the steamship conferences, and without effective governmental control over the members of the conferences.

■ ■ The personal property tax bill (AB-527) which would exempt inventories of coffee and other imported products from the State of California tax, failed to receive the necessary votes in the State Senate last month. The "Keep California Competitive Committee" reports that the bill now will follow its natural course in committee and adds that it could be passed this session, making tax exemption on raw material possible in 1962.

■ ■ The coffee industry was relieved to have the docks open for business after a four day tie-up in March. The teamsters ended their dock walk-out under a stop gap agreement with shipowners. Under that agreement, the attempts by shipowners to streamline cargo handling, allowed by a new pact with the ILWU, will be put on the shelf for the time being. Between now and July 1, when Teamster contracts with the trucking industry expire, all parties will try to come up with a plan that will either protect Teamster jobs or give compensation such as the \$29 million fund guaranteed longshoremen under the mechanization pact.

■ ■ Arnie Fenger, manager of Pacific Coast operations for Moore McCormack Lines, was away from his desk during March to the Caribbean and New York City.

■ ■ The coffee trade was happy to hear Bud Sweeney, green coffee department, Folgers Portland, was well on his road to recovery after a serious illness which confined him to a Portland hospital.

New Orleans Notes

■ ■ The S.S. Del Rio, \$10 million, air conditioned cargo liner of the Delta Line, sailed on its maiden voyage March 30 from New Orleans to Gulf and South American ports. Particularly designed to serve the coffee trade, the vessel incorporates several national defense features which provide extra power, speed and increased cargo-handling capacity. Outstanding is the Stuelcken equipment, first installed on an American flag vessel, which can lift 60 tons. With a cruising speed of 18 knots, the ship is capable of carrying 8600 tons of cargo at the design draft of 28 feet.

For three days prior to sailing open house aboard the Del Rio was held for members of the local coffee industry to inspect her facilities. Among the 12 passengers on the initial voyage was Miss Stella Evans Farwell, ship's sponsor and granddaughter of the late Rudolph S. Hecht, one of the founders of the Delta Line.

Capt. J. W. Clark, Delta Line president, said that the Del Rio is the first vessel completed in a 12 year program to renew the entire Delta fleet. Skipper of the Del Rio is Capt. George Smith, former master of the S.S. Del Mar.

■ ■ A challenge to coffee business throughout the South was laid down by William G. Karnes, Chicago, president of Beatrice Foods Co., in a speech at the 16th annual convention of the Louisiana Wholesale Food Dealers Association at the Roosevelt. Comparing figures on the South's consumption of various food commodities, Mr. Karnes said that the area is about 10 per cent below the national average in consumption of coffee. He pointed

out that slightly more tea is drunk below the Mason-Dixon line than elsewhere in the nation.

These startling statistics in view of the fact that the Bayou Lafourche area has the highest per capita consumption in the world drew mixed reactions from local coffee men. Some doubted the accuracy of such a survey as the speaker used, while one conceded Karnes might be right if he took as his area both the Deep and Middle South. This roaster pointed out that the South's prevailing warm climate makes ice tea an extremely popular drink while ice coffee, despite efforts to promote its consumption, still lags behind. Even in traditionally coffee swigging South Louisiana the preference for chicory cuts down in the amount of coffee used per pound. Popularity of the "small black" demi tasse over the large cup in some areas is also cited.

■ ■ The local office of Volkart Bros. had as a recent visitor R. J. Hess of Volkart Irmaos, Santos, Brazil. Mr. Hess came here from Columbia and Memphis, Tenn. was the next stop on his itinerary.

■ ■ The exciting rounds of the Western Amateur Golf Tournament at the New Orleans Country Club attracted a large group of prominent coffee men. Noted walking around the links at various times were the Earl Bartlett's, Sr. and Jr., and George W. Dodge, of American Coffee Company; Austin O'Brien of Byrne, Delay and Co.; Ashton Lafaye and Glendy Munson of Lafaye and Arnaud; George Westfeldt, Jr. and Alec Leonhardt of Westfeldt, Bros.; George Gernon of Ruffner, McDowell and Burch; Lawrence Israel of Leon Israel and Bros.; and Armand Legendre, honorary member of the Green Coffee Assc. Quite an ornament to the gallery of spectators was pretty Mrs. Sam Israel, Jr., herself a golf champion.

■ ■ The stork has been hovering over the William B. Reily Coffee Co.'s Standard Coffee Co. division. Standard's assistant Director of Marketing Robert D. Reily and his wife are welcoming their fourth son born April 7. Florence Schornstein, editor of the company's "Family News" had her

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AGENTS

110 Board of Trade Building, New Orleans, La.

third child, a daughter, and never missed a deadline. Husband Richard is in the sales division.

■ ■ Cafe au politique has been the favorite beverage in the Crescent City for the 5 weeks preceding April 15. During a heated campaign during which voters were asked to choose two councilmen and to accept or reject certain changes in the city charter, both sides utilized small coffee gatherings, usually in homes, to get their messages to the voters.

DeLesseps S. ("Chep") Morrison, four times mayor of New Orleans, and his Crescent City Democratic organization were sponsoring charter changes, most important of which would eliminate restrictions on number of terms a mayor can serve. His forces scheduled three coffee parties a day throughout the campaign. "The old time political rally at night is a thing of the past," says Winston Lill, the Mayor's public relations assistant. "We consider these gatherings our number one way of reaching the housewife, and thereby the husband, on a personal basis. Coffee is the symbol of informality here and when a lady receives such an invitation she knows she will have an informative but relaxing time and not be subjected to a barrage of speeches."

The opposition camp, noting the marked success of the kaffeeklatschs Morrison workers have used as a regularly scheduled part of their activities since 1950, this time has borrowed the technique. Chief spokesman for this group is young, personable James A. Comiskey, candidate for councilman-at-large. He organized the Comiskey Coffee Corps which hosted some 150 parties throughout the city, climaxed by a giant coffee rally at the swank Fontainebleau Motel for 500 women. It appears no matter which way the political cookie crumbles, it dunks right into a cup of the steaming brew.

■ ■ A new service, to be known as the Volcano Line, will sail every 10 days from New Orleans to the East Coast of Central America, according to J. E. Barr, Gulf manager of West Coast Line, Inc. The service is offered by Vinke and Co. of Rotterdam, represented locally by West Coast.

■ ■ S. Jackson and Company goes bowling along in the lead in the New Orleans Green Coffee League scores for the week of April 3, as reported by Rodney Abele, Leon Israel and Company. Other teams in order are: Westfeldt Bros.; Volkart Bros.; Leon Israel and Bros., Inc.; J. Aron and Co., Inc., No. 1; Delta Line; Buckley and Forstall; Kentucky Warehouse; Biehl and Company; Dupuy Storage and Forwarding Corp.; J. Aron and Co., No. 2. First high team, 3-games, Buckley and Forstall, 2320; Dupuy, 2467; Israel, 2426. First high, individual 3-games, L. E. Dittmer, Delta Line, with 624; second, Tom Buckley,

of Buckley and Forstall 596; third, I. C. April, Dupuy, 589. The top spot in team game competition is held by Buckley and Forstall with 916, followed by Dupuy with 898 and Westfeldt with 876. D. J. Esposito, of Aron No. 2, scored the highest individual game with 245. Second place was April with 238 and third was Bob Deas.

■ ■ Retail coffee advertising has been at a minimum during the month. Louisiana Food Stores and other local supermarkets on the week-end before Easter featured the local French Market coffee and chicory in the 3 pound can for \$1.79 with a coupon inside for a free five pound bag of sugar. Of the national chains A and P alone used coffee as a leader. Their custom ground blends were promoted under the slogan "Coffee Mill Flavor". Eight O'Clock is priced at 57 cents a pound and \$1.65 for 3 pounds; Red Circle, 1 pound at 61 cents and 3 at \$1.77; Bokar is selling at 65 for 1 pound bag and \$1.89 for the 3 pounder. Community Coffee Company of Baton Rouge took 6 column ads in both New Orleans papers to tell of their premium plan which the company says features coupons with "greater trading value".

■ ■ Lykes Brothers Steamship Co., Inc., has launched the sixth and seventh cargo-liners in the projected 53 new ships slated for construction by the company. The sixth vessel, "SS Solon Turman" was christened in March at the Maryland shipyard of Bethlehem Steel Company, located at Sparrow Point. Ladybird Johnson, wife of Vice President Lyndon B. Johnson, officiated at the ceremony.

The seventh vessel, "Nancy Lykes" was launched from the same shipyard on April 11. It was christened by Mrs. Spessard L. Holland, wife of the senior senator from Florida.

■ ■ Captain T. L. Lewis, a port of New Orleans's executive since 1951 was recently named deputy director of the port. A member of International House, New Orleans Chamber of Commerce and Board of Trade, and The Propeller Club, Lewis is the first person to hold the newly established title.

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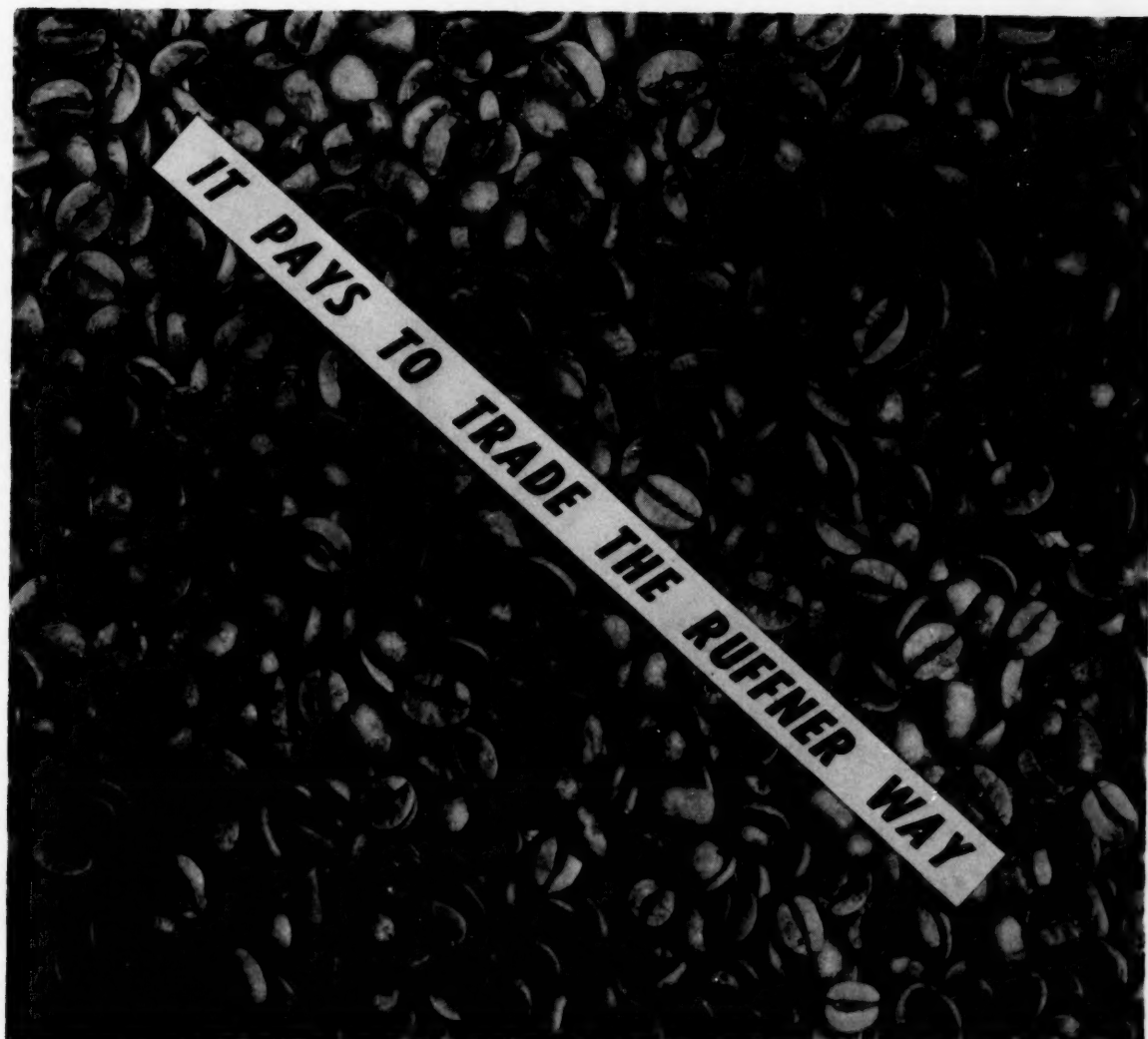
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